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## **Itronics Files Technical Product Registration Application for Animal Repellent with U.S. Environmental Protection Agency**

### **- Key New Product to Increase Revenues, Broaden Itronics' Offerings -**

RENO, Nev., Aug. 30 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) today reported that its wholly-owned subsidiary, Itronics Metallurgical, Inc., has filed a technical product registration application with the U.S. Environmental Protection Agency (EPA) for the active repelling ingredient, denatonium benzoate, used in its GOLD'n GRO Guardian deer repellent fertilizer. When approved, Itronics Metallurgical will be the sole registrant in the United States for use of this ingredient in vertebrate animal repellents.

"Our deer repellent fertilizer is a key new product for Itronics, which will broaden our product offerings, reduce the seasonality issue with fertilizers, and give Itronics an opportunity to participate in a multi-billion dollar potential market," said Dr. John Whitney, Itronics President. "It is very important that we progress with this new product and we intend to keep our investors aware of our achievements."

EPA has accepted the registration application, which could be completed within 4 months. Itronics Metallurgical is also continuing to advance towards completing and filing the registration application for GOLD'n GRO Guardian. Samples of the repelling component product have been submitted to a laboratory to develop technical information required to complete the application. The Company believes it is on schedule to complete the registration of GOLD'n GRO Guardian deer repellent fertilizer late in the first quarter or early in the second quarter of 2008. Plans are being developed for manufacturing, marketing, and a major sales launch in the second quarter of next year.

"The Company previously announced an agreement to enter into a long term supply arrangement with a large foreign manufacturer of the repelling ingredient," said Dr. Whitney. "Not only will Itronics Metallurgical have an agreement for reliable supply of a critical ingredient which is not manufactured within the United States, it will have the only product registration for this ingredient to be used in animal repellents in the United States."

The GOLD'n GRO Guardian repels deer without harming them while it also improves the growth of the fertilized plants. The treatment is systemic, which means that the repelling characteristics are taken into the plant and cannot wash off when it rains. Field tests have shown that plants treated in the fall will retain their repelling characteristics during the winter, a major benefit.

The national annual market for deer repellent products is growing rapidly and is estimated to exceed \$50 million. Deer damage in the United States is a large and growing problem. According to a report by Cornell Cooperative Extension, Ithaca, N.Y., the deer population has grown from 500,000 nationwide in the early 1900's to more than 15 million today. Annual estimates of deer damage are reported to exceed \$2 billion nationwide, including more than \$250 million in agricultural crop damage, and damage to metropolitan households in the northeastern United States alone.

The GOLD'n GRO Guardian development, registration, and manufacturing and sales planning are being implemented pursuant to Itronics eight-part, five year business plan that was summarized in a press release on June 3, 2005, available at the Itronics' web site.

### About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant located in the United States which can convert used photoliquids into pure silver and liquid fertilizers. At the Company's Reno, Nevada factory more than 99 percent of the silver and virtually all the other toxic heavy metals are extracted from used photoliquids. The purified liquids are converted into environmentally beneficial, chelated, micronutrient and multinutrient liquid fertilizers sold under the GOLD'n GRO trademark. The silver is refined and sold as bullion and 5 troy ounce, 0.999 pure, Silver Nevada Miner numismatic bars. The environmentally friendly liquid fertilizers can be used for lawns and houseplants, and are available, along with GOLD'n GRO liquid fertilizer injectors, at the Company's "e-store" catalog at <http://goldngro.com> . The popular Silver Nevada Miner bars are available at the Company's 'e-store' catalog at <http://www.itromet.com> .

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Environmental Technology" company and a world leader in photochemical recycling. The Company also provides project planning and technical services to the gold mining industry and operates the popular InsideMetals.com web site, <http://www.insidemetals.com>. which provides a value-added WORLD VIEW of Gold Producer Stocks and Junior Gold Stocks. Itronics has received numerous domestic and international awards that recognize its

ability to successfully create and implement new recycling and fertilizer technologies.

VISIT OUR WEB SITE: <http://www.itronics.com>

("Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This press release contains or may contain forward-looking statements such as statements regarding the Company's growth and profitability, growth strategy, liquidity and access to public markets, operating expense reduction, and trends in the industry in which the Company operates. The forward-looking statements contained in this press release are also subject to other risks and uncertainties, including those more fully described in the Company's filings with the Securities and Exchange Commission. The Company assumes no obligation to update these forward-looking statements to reflect actual results, changes in risks, uncertainties or assumptions underlying or affecting such statements, or for prospective events that may have a retroactive effect.)

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