

Press Release Archives: 09/03/2008

### **Itronics Reports First Sale of GOLD'n GRO Guardian Deer Repellent; A Historic Milestone**

RENO, NV--(MARKET WIRE)--Sep 3, 2008 -- Itronics Inc. (OTC BB:ITRO.OB - News) (Frankfurt:ITG.F - News) (Berlin:ITG.BE - News) today reported that its wholly-owned subsidiary, Itronics Metallurgical, Inc., has shipped its first packages of GOLD'n GRO Guardian Deer Repellent.

The Company has completed registration of GOLD'n GRO Guardian Deer Repellent in Nevada, Utah, Colorado, Maryland, Massachusetts, New Jersey, and Rhode Island. Registration is pending in Delaware, Pennsylvania, New York, and Alabama.

The shipments are being made to qualified Landscape Maintenance businesses in several of the states that are licensed for spraying pesticides. These new customers will now evaluate the GOLD'n GRO Guardian Deer Repellent for use in their landscape spray programs.

"Getting the GOLD'n GRO Guardian Deer Repellent sales started is a major milestone achievement," said Dr. John Whitney, Itronics President. "GOLD'n GRO Guardian Deer Repellent is a direct extension of the GOLD'n GRO liquid fertilizer technology and opens up a large new, rapidly growing, market segment for the Company's products."

#### About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" company. Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant in the United States that converts used photoliquids into pure silver and GOLD'n GRO liquid fertilizers. The Company also provides environmentally compatible mining technology development, project planning, and technical services to the gold mining industry and operates the popular InsideMetals.com web site: <http://www.insidemetals.com> that provides a value-added WORLD VIEW of Gold Producer Stocks, Mineral Producer Stocks, Junior Gold Stocks, and Junior Mineral Stocks. Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new environmentally clean recycling and fertilizer technologies.

The Company's environmentally friendly GOLD'n GRO liquid fertilizers can be used for lawns and houseplants, and are available, along with 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>.

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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Source: Itronics Inc.