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Itronics Reports 89% Increase in GOLD'n GRO Fertilizer Sales; 200% Increase in Silver Sales as Third Quarter Progresses

RENO, Nev., Sept. 7 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) reported today that GOLD'n GRO fertilizer sales by its subsidiary, Itronics Metallurgical, Inc., for the first two months of the third quarter in 2006 were up 89 percent compared to the same two months last year. Silver sales for this period in 2006 were up 200 percent compared to 2005. Itronics expects to report sales results for the complete third quarter in mid-October and full financial results for the third quarter on November 14 when it files its Form 10-QSB with the U.S. Securities & Exchange Commission.

"GOLD'n GRO liquid fertilizer sales for the first two months of the third quarter were \$131,000, compared to \$69,200 in the comparable two months last year, an increase of 89 percent. For the eight months to date in the fiscal year, fertilizer sales were \$1.031 million compared to \$765,900 in 2005, an increase of 35 percent. The eight month sales increase was achieved in spite of significant rainfall in northern and central California which hampered the spring planting season in this key sales area," said Dr. John Whitney, Itronics President.

Itronics Metallurgical is continuing geographic expansion of GOLD'n GRO fertilizer sales. Late in the second quarter the Company made its first sale to a distributor in northern Mexico. Early in the third quarter the Company completed registration of several GOLD'n GRO fertilizers in Utah where it is working with a distributor and the Company has a new distributor in southern Nevada that is successfully establishing sales in the Landscape Maintenance market.

"In early August the Company initiated University studies that will be conducted over the next 12 months to quantify GOLD'n GRO fertilizer effectiveness," said Dr. Whitney. "Our Senior Agronomist is supervising this work as well as field trials that are underway in the Central Valley in California. We expect that the information developed by these studies will provide significant data to support our sales efforts as we continue to expand into new areas."

"Silver sales for the first two months of the third quarter were \$87,500, compared to \$29,100 in 2005, up 200 percent, and for the first eight months to date were \$248,200 compared to \$75,000 last year, an increase of 231 percent. The increase reflects the previously reported tripling of silver recovery and refining capacity and higher silver prices," said Dr. Whitney. "Silver sales growth is expected to continue, driven by increased GOLD'n GRO fertilizer sales and higher silver prices."

"Our sales increases, geographic expansion of sales, and new University studies of fertilizer effectiveness are all part of on-going implementation of Itronics' eight-part, five year business plan summarized in a press release on June 3, 2005," Itronics President stressed.

About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a "Beneficial Use Photochemical, Silver, and Water Recycling" facility that extracts more than 99 percent of the silver and virtually all the other toxic heavy metals from used photoliquids and converts the resulting liquids into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the GOLD'n GRO trademark, 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://www.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 mining industry and operates the global Gold Producing Stocks web site, <http://www.insidemetals.com> . Itronics was one of five finalists for the 2001 Kirkpatrick Chemical Engineering Award, the most prestigious worldwide award in chemical engineering technologies. Itronics was awarded second place, Highly Commended in the Environmental Technology category, at the prestigious Institution of Chemical Engineers (IChemE) 2005 Worldwide Environmental Award ceremonies at the Royal Courts of Justice in London, England in September 2005. Itronics was awarded the USA Gold Award at the House of Commons in London in November 2005 as part of the International Green Apple Environmental Awards contest, one of the largest and most prestigious of its kind in the world and the International Green Hero award in 2006 for its leadership on environmental issues. Itronics' GOLD'n GRO fertilizer was named one of the top 10 new technologies representing the best of agricultural innovation by the Canadian Association of Agri-Retailers in its December 2005 publication "Communicator." Dr. John Whitney, Itronics President, was selected as Nevada's Inventor of the Year for 2000 and is a member of the Inventor's Hall of Fame at the University of Nevada, Reno.

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("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.)

Source: Itronics Inc.