

Press Release Archives: 09/20/2002

**Itronics' GOLD'n GRO Liquid Fertilizer, an Earth Friendly Product, Significantly Increases Output of Cotton, a \$6 Billion Crop, in Field Trials**

RENO, Nev.--(BUSINESS WIRE)--Sept. 20, 2002--Itronics Inc. (ITRO - news) today reported that its subsidiary, Itronics Metallurgical, Inc., obtained a 10 percent increase in mature cotton bolls in a field fertilization trial using its GOLD'n GRO fertilizer. This would be expected to increase bales per acre for sale, with an increase in value to the grower about 30 times the cost of the GOLD'n GRO fertilizer used.

The foliar field application was made by a grower spray rig along with a growth regulator that is normally applied to cotton. The increase in the number of cotton bolls is compared to the grower's normal practice of spraying the plants with the growth regulator without fertilizer. The increase was achieved with the application of one quart of GOLD'n GRO per acre at a cost of about \$2.50 per acre. Based on the results, the grower could expect to produce a return of about \$75 per acre using Itronics' environmentally beneficial product.

"The results demonstrate a very cost effective application for GOLD'n GRO in the important cotton market," said Dr. John Whitney, Itronics President. Cotton is one of America's premier crops, with about 13 million acres grown producing an annual crop value of about \$6 billion, according to the U.S. Department of Agriculture. California and Arizona, states in which GOLD'n GRO is currently sold, produce high quality cotton. Itronics is actively investigating GOLD'n GRO distribution opportunities in Texas, which is the largest cotton producing state with approximately five million acres.

"These results further demonstrate that GOLD'n GRO products are effective on a wide range of crops, including alfalfa for dairy hay, oranges and lemons, green peppers, lettuce, table and wine grapes, sweet corn, sunflowers, tomatoes, watermelons and fresh plums and prunes," said Dr. Whitney. The cotton field trial was conducted on a 400-acre field in southwestern Arizona utilizing GOLD'n GRO 8-8-8, a new product being introduced into the specialty agriculture, nursery and greenhouse markets. The Company also announced that another new product, GOLD'n GRO Zinc, is being introduced this year as a micronutrient supplement for cotton field preparation in the Fall and Winter in California when fields are prepared for next year's crop.

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with the technology to extract more than 99 percent of the silver and virtually all the other toxic heavy metals from photowaste and to convert the resulting liquid into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the trademark GOLD'n GRO. These earth friendly liquid fertilizers, which can also be used for lawns and houseplants, and the popular Silver Nevada Miner bars, a souvenir of the Silver State, are available at the Company's Web site: <http://www.itronics.com>.

Itronics Inc. is one of Nevada's leading process technology development companies and a world leader in photochemical recycling. Headquartered in Reno, Nevada, it specializes in recycling technology development, photobyproduct recycling, silver refining, and technical services for the mining and recycling industries. 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. Itronics was one of five finalists for the 2001 Kirkpatrick Chemical Engineering Award, the most prestigious award in the chemical process industries worldwide.

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(The statements in this news release that are not historical facts or statements of current status are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995 that involve risk and uncertainties. Actual results may differ materially.)