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Itronics Announces New Photochemical Silver Concentrator Sales; Clean, Environmentally Sound Technology

RENO, NV--(MARKET WIRE)--Sep 30, 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., is continuing to sell its energy and water saving Photochemical Silver Concentrators to large photoprocessing operations. In turn, these operations become long term suppliers of photochemical silver concentrate to Itronics. Compared to unconcentrated photoliquids, the concentrate contains up to five times as much silver and approximately five times as much valuable chemicals for GOLD'n GRO fertilizers.

These concentrating systems eliminate the hazardous photographic liquid waste stream for large photo processing operations by converting the waste stream to commercial goods. They extract pure distilled water, which is about 80 percent of the liquid waste, and produce commercial photochemical silver concentrates. The water can be re-used on site to make new photochemicals. The silver-bearing concentrates, which contain 100 percent of the silver, are shipped to Itronics Metallurgical's recycling plant in Reno for silver recovery and conversion of the de-silvered chemicals to GOLD'n GRO liquid fertilizers.

In the 2007 third quarter Itronics Metallurgical delivered a 750 gallon per day distilled water recovery capacity system. This year at the end of the third quarter the Company is delivering another of these systems to the same major photoprocessor in the West. The 750 gallon per day system processes about 950 gallons of used photographic liquids daily, thus producing about 200 gallons of photochemical silver concentrates.

"Itronics Metallurgical is selling one or two of these systems per year," said Dr. John Whitney, Itronics President. "These systems often pay for themselves in a very short time through waste disposal and environmental permit cost savings at the large photoprocessing locations where they are installed. Installation of these systems at geographically dispersed locations is a major advantage making it possible for Itronics Metallurgical to provide nationwide service to large photoprocessors without the need to open new locations."

The Photochemical Silver Concentrators are installed at a photoprocessing site as a qualified water treatment system. These environmentally desirable systems reduce water waste by producing distilled water for re-use. They save money by converting the waste stream to commercial goods, eliminating hazardous waste disposal and permitting costs. They save energy, because they reduce the volume of liquids that need to be shipped off site for processing. With high and rising diesel fuel prices, and an 80 percent reduction in the weight of the waste being shipped, the fuel savings for shipping are very significant and make it feasible to ship the concentrates long distances to the Reno, Nevada recycling plant.

Consumer photography is continuing to produce silver halide prints from digital cameras. The Photo Marketing Association recently announced that in June digital camera images increased by 19 percent and that online ordering of prints increased by 38 percent.

"Itronics' continuing development of clean environmental technology that converts waste to commercial goods, thereby eliminating the waste stream and reducing costs, is contributing to the Company's on-going expansion," said Dr. Whitney. "We are excited to be using these clean environmental technologies to grow in strong markets at a time when there is a great deal of uncertainty and increasing weakness in the general economy."

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>), which 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, which are extensively used in agriculture, 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.