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Itronics Wins Highly Commended, Second Place Award in Prestigious International Environmental Competition, Saluted for Zero Waste Accomplishment

RENO, Nev. and LONDON, Oct. 6 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) said today that it was awarded second place, Highly Commended, at the prestigious Institution of Chemical Engineers (IChemE) 2005 Worldwide Environmental Award ceremonies held in London, England, an awards program that has honored top environmental achievements for 12 years.

This year's winner of the Environmental Award was Madison Filter, United Kingdom, for a system to reduce smog generating emissions from industrial processes. Winners in previous years in this category include Shell Global Solutions for reducing groundwater contamination, Dow Corning for a comprehensive waste recycling program, and Cambridge University, England, for a process that recycles the components of paper cartons. Itronics was nominated for its photochemical recycling process, which produces environmentally beneficial liquid fertilizers from photowastes, after heavy metals have been stripped out. The fertilizers are marketed and sold in more than a dozen states along the West Coast and in New England, under the trademark GOLD'n GRO.

The other finalists in Itronics' category in the worldwide competition were AstraZeneca, Cleanaway, Merck & Co., and the Northumbrian Water and Coal Authority. The Gala Awards Dinner was held at the Royal Courts of Justice in London, with Dr. John Whitney, founder, CEO and President of Itronics on hand to accept the award.

The submission made for Itronics concluded: "Itronics believes it is the only company in the world that has successfully demonstrated the ability to manufacture an environmentally compatible fertilizer product line from liquid photochemicals. As such, Itronics now has a unique proprietary technology for completely recovering the silver and for converting the waste liquids into usable 'heavy-metal-free' products, thereby achieving 'Beneficial Use Recycling' of the waste stream."

ABB Engineering Services, a worldwide engineering company and the award's sponsor, said it was looking for "the impact of innovation, including resource use, recycling, and water reduction." It saluted Itronics for achieving "zero waste from photography," including developing a process to manufacture wall and floor tiles using a glass byproduct from the recycling process.

"We are delighted by this international recognition of our unique achievements at Itronics. This is an award that has been won by large, prestigious entities that are household names and we are very pleased to be recognized in their company," said Dr. Whitney. "As previously announced, we are also finalists for the International Green Apple Environmental Award, to be presented in London in November, at a ceremony in Parliament."

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 liquid micronutrient and specialty multinutrient fertilizers 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://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 technology leader in photochemical recycling. The Company also provides project planning and technical services to the mining industry and operates the global Internet Information Portal, <http://www.insidemetals.com>. 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 worldwide award in chemical engineering technologies.

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Source: Itronics Inc.