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***Itronics Announces Business Plan Adjustments to Increase Revenues, Broaden Environmental Products***

Posts Resource Recovery Conference PowerPoint Presentation at Website

RENO, NV--(Marketwire - Oct 9, 2012) - Itronics Inc. (PINKSHEETS: ITRO) today posted on its website, [www.itronics.com](http://www.itronics.com), the powerpoint presentation given by Dr. John Whitney, Itronics' founder and Chairman, at the prestigious resource recovery and waste management conference sponsored by the Envirobiz Group ([www.envirobiz.com](http://www.envirobiz.com)) recently in San Diego. The Conference attendees were top operating managers of the largest hazardous and non-hazardous waste management companies operating in the United States, Canada, and Europe.

Dr. Whitney spoke to the group about Value-Added Recycling being performed by Itronics and its technology for recycling spent silver-bearing photochemicals that has transformed Itronics into a chelated specialty fertilizer and silver producer. He also told the group that Itronics currently has access to more spent silver-bearing photochemical supplies than it needs to make the GOLD'n GRO fertilizers and explained that gold/silver mining opportunities could significantly expand Itronics' demand for silver-bearing liquid photochemicals.

Dr. Whitney included a short summary of non-photo chemical processes that are being developed by Itronics in his presentation. Among these are the previously announced Itromet FeLix and Itromet SuLix processes. For the first time he discussed potential "spin out" for Itromet FeLix technology that may be available to be developed on a "joint venture" basis for commercialization.

Dr. Whitney also told the group that Itronics plans to establish a new market for the processed photochemicals by developing gold/silver mine leaching chemicals that would use desilvered photochemistry as an ingredient. The leaching chemicals would be in two categories: (1) as additives to significantly improve gold/silver recovery for existing gold/silver heap leaching operations; (2) to replace cyanide as a gold/silver leaching agent. Nevada is an ideal location for this as one of the largest gold mining regions in the world.

Sales of chemical products into the Nevada mining market would be less seasonal than fertilizer sales and would be a good complement to fertilizer manufacturing. Additional benefits of expanding photochemical throughput would be expansion of silver recovery, refining, and sales and an increase in the market for Value-Added recycling of spent silver-bearing photochemicals.

"I feel confident that we have the research capability and technical knowledge to develop gold/silver leaching applications," said Dr. Whitney. "Our technical services subsidiary Whitney & Whitney, Inc. was one of the pioneers in developing gold/silver heap leaching in Nevada, so it makes a lot of financial sense for Itronics and sense for its investors to move forward in this direction."

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 is developing environmentally compatible mining technology, provides project planning and technical services to the gold mining industry, and operates the popular [InsideMetals.com](http://www.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.

VISIT OUR WEB SITE: <http://www.itronics.com>

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