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Itronics Successfully Completes Key GOLD'n GRO Guardian Deer Repellent Fertilizer Testing Required for Registration With U.S. Environmental Protection Agency

RENO, Nev., Oct. 10 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) today reported that its wholly-owned subsidiary Itronics Metallurgical, Inc. has completed laboratory tests on the repelling component of GOLD'n GRO Guardian deer repellent fertilizer. The laboratory will now prepare reports on the tests that will be included as part of the application for product registration with the U.S. Environmental Protection Agency (EPA), which is on schedule to be filed in November.

"Results from acute toxicity studies show GOLD'n GRO Guardian Repellent to be of a low order of toxicity," said Dr. John Whitney, Itronics President. "Our consultants have advised us that a Caution label, which is the lowest risk category that U.S. EPA classifies, may be required."

The Company says it is on schedule to complete the registration of GOLD'n GRO Guardian deer repellent fertilizer late in the first quarter or early in the second quarter of 2008. Plans are being developed for manufacturing, marketing, and sales launch in the second quarter 2008. When launched, it will be the only product of its kind in the U.S. marketplace.

The GOLD'n GRO Guardian repels deer without harming them while also improving the growth of the fertilized plants. The treatment is systemic, which means that the repelling characteristics are taken into the plant and cannot wash off when it rains. Field tests have shown that plants treated in the fall will retain their repelling characteristics during the winter, which is a major benefit.

Itronics' continuing growth is a result of years of research and development that has made the GOLD'n GRO brand of environmentally friendly fertilizer a success, and because of it the Company is expanding with new products and a growing customer base. The GOLD'n GRO Guardian registration and manufacturing and sales planning will place the GOLD'n GRO brand into an important market segment, which is expected to further broaden the customer base and increase the rate of sales growth.

About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant located in the United States which can convert used photoliquids into pure silver and liquid fertilizers. At the Company's Reno, Nevada factory more than 99 percent of the silver and virtually all the other toxic heavy metals are extracted from used photoliquids. The purified liquids are converted into environmentally beneficial, chelated, micronutrient and multinutrient liquid fertilizers sold under the GOLD'n GRO trademark. The silver is refined and sold as bullion 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 leader in photochemical recycling. The Company also provides 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 and Junior Gold Stocks. Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new recycling and fertilizer technologies.

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Source: Itronics Inc.