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Itronics Named Green Company of the Year

RENO, NV--(MARKET WIRE)--Oct 15, 2008 -- Itronics Inc. (OTC BB:ITRO.OB - News) (Frankfurt:ITG.F - News) (Berlin:ITG.BE - News) is pleased to announce that it has been named Green Company of the Year by the Nevada's Center for Entrepreneurship and Technology (NCET). Itronics Metallurgical, Inc. will be honored at ceremonies on October 21 at Reno's Peppermill Hotel hosted by NCET and sponsored by the Nevada Commission on Economic Development, the Northern Nevada Business Weekly and the Economic Development Authority of Western Nevada.

In announcing the award, NCET noted: "Headquartered in Reno, Itronics Metallurgical 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."

"Selecting this year's winners was a very difficult process," said Dave Archer, NCET's CEO. "We received nominations for so many great people and companies, and we faced a tremendous challenge in narrowing it down to just a few winners. We selected Itronics in recognition of their technology/work to completely convert hazardous waste into environmentally friendly commercial goods using advanced chemical technologies."

"We are pleased by this recognition and look forward to continue to produce products that are environmentally beneficial," said Dr. John Whitney, President and Founder of Itronics. Previously, Itronics has won numerous environmental achievement awards including from the Institution of Chemical Engineers in London, England, the worldwide Green Apple Awards contest, and was named an International Green Hero for its leadership on environmental issues.

About Nevada's Center for Entrepreneurship and Technology

NCET, Nevada's Center for Entrepreneurship and Technology, is a 501(c)3 non-profit organization that encourages Nevadans to start their own businesses and connects them with the resources they need to succeed. NCET programs include the annual Donald W. Reynolds Governor's Cup Collegiate Business Plan Competition; eWeek, a statewide celebration of Nevada's entrepreneurs; NCET's Entrepreneur Expos; Venture Capital forums; and the new "Reno Angels." NCET has a strategic partnership with the Nevada Commission on Economic Development. For more information on NCET, contact Dave Archer at (775) 315-7635 or Dave@NCET.org or visit www.NCET.org.

About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" company. Itronics, through its subsidiary, Itronics Metallurgical, Inc., 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. 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.