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Itronics GOLD'n GRO Liquid Fertilizer Increases Yield of Peaches by 24 Percent; Grower Net Revenue Increase of More Than \$1,700 per Acre

RENO, NV--(Marketwired - Oct 15, 2013) - Itronics Inc. (PINKSHEETS: ITRO) reported today that a field trial on peaches using its high phosphate GOLD'n GRO 6-12-9 + 4% S liquid fertilizer in a soil application produced a 24 percent yield increase. The calculated increased net return per acre for the grower is more than \$1,700.

One of the trial objectives was to obtain comparative yield data obtained by applying a high phosphate fertilizer during the fruit growth period. The Company and its distributor are planning to do a repeat application in the coming crop year and possibly to continue the trial into a third year, to evaluate consistency of results, and optimize application rates.

The field trial was conducted in cooperation with Itronics' California distributor in the spring and summer of 2013. The test was conducted to determine if soil applied GOLD'n GRO 6-12-9 + 4% S high phosphate fertilizer would improve fruit yield for peaches as a follow up to the fruit size increase obtained by foliar application of GOLD'n GRO 6-12-9 + 4% S in a complex field trial conducted in 2012 and reported this year. (May 21, 2013 news release).

The trial was conducted in a commercial orchard in the Central Valley in California. The trial was on six rows that included 99 trees. There were four check rows with 68 trees. Each set of rows was harvested by a labor crew and the boxes were marked and weighed.

This was the Company's first soil application trial using GOLD'n GRO 6-12-9 + 4% S on fruit trees of bearing age. Itronics now believes there is a good chance that yield increases may be achievable on other bearing tree crops such as almonds and walnuts and these possibilities will be pursued in future trials. Soil application of GOLD'n GRO 6-12-9 + 4% S on fruit/nut bearing trees is novel and will require several more years of field trial work to identify other crops on which the fertilizer may provide positive yield improvements.

According to the United States Department of Agriculture in 2012 the United States had 112,880 acres of peaches. In 2012 California had an estimated 47,500 acres, followed by South Carolina with 15,500 acres. California is presently the primary market for GOLD'n GRO fertilizers.

"Peach growers and other tree crop growers whose production is valued based on yield stand to benefit from this new fertilizer application development," said Dr. John Whitney, Itronics President. "Development of an economical high phosphate fertilizer soil application that increases yield provides a significant economic benefit to the users of GOLD'n GRO fertilizers."

Information about GOLD'n GRO fertilizers is available on its website at www.goldngro.com or by calling 1-800-368-1865.

Itronics' technologies maximize sustainability. The Company is using science and engineering to pursue profitable clean technology driven growth in chelated specialty fertilizers, silver, and related technologies and products.

About Itronics:

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" company that produces GOLD'n GRO liquid fertilizers and pure silver bullion. 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 spent photoliquids into pure silver and GOLD'n GRO liquid fertilizers. The Company is developing environmentally compatible mining technology, and is developing the Fulstone Iron Oxide Copper Gold exploration property in Nevada.

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>. Its 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>

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