

Press Release Archives: 10/20/2009

## **Itronics Announces Claim Staking for a Polymetallic Gold Project**

Itronics Is Expanding as a "Green" Natural Resources Company

RENO, NV, Oct 20, 2009 (MARKETWIRE via COMTEX) -- Itronics Inc. (PINKSHEETS: ITRO) (FRANKFURT: ITG) (BERLIN: ITG) today announced that its wholly-owned subsidiary Whitney & Whitney, Inc. has started a project staking lode mining claims in Nevada for Auric Gold & Minerals, Inc., (Auric) a majority owned affiliate formed to acquire multi-mineral (polymetallic) gold properties and to strategically invest in junior gold and minerals companies that provide the opportunity to develop and commercialize environmentally friendly polymetallic gold projects.

Whitney & Whitney used its world-wide database and its extensive mineral property library to identify an attractive, potentially large, polymetallic gold project in Nevada and has agreed to help Auric acquire the property by staking lode mining claims on Federal land. Seed funding from outside investors has been obtained for Auric and a claim staking project to acquire the property has been initiated.

Further updates will be issued as the project advances. Project details will be published once property acquisition is complete.

### 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 web site ([www.insidemetals.com](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.

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 [www.goldngro.com](http://www.goldngro.com). The popular Silver Nevada Miner bars are available at the Company's 'e-store' catalog at [www.itromet.com](http://www.itromet.com).

VISIT OUR WEB SITE: [www.itronics.com](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

Chemicals: Specialty Chemicals  
Environment: Air Pollution Control  
Manufacturing and Production: Mining and Metals  
Lifestyle and Leisure: Home and Garden  
Environment: Natural Resource Management