

Press Release Archives: 10/22/2009

Itronics Announces California Registration of New GOLD'n GRO Liquid Fertilizer

Iron Man Z Part of Successful, Environmentally Green, Clean Technology

RENO, NV, Oct 22, 2009 (MARKETWIRE via COMTEX) -- Itronics Inc. (PINKSHEETS: ITRO) (FRANKFURT: ITG) (BERLIN: ITG) announced today that its wholly-owned subsidiary, Itronics Metallurgical, Inc., has been informed by its distributor that GOLD'n GRO 9-0-0 Iron Man Z has been registered for sale in California, the Company's largest market.

GOLD'n GRO 9-0-0 Iron Man Z is a Chelated multi-micro-nutrient liquid fertilizer that contains 3 percent Sulfur, 2.6 percent Chelated Iron, 1 percent Chelated Manganese, and 0.5 percent Chelated Zinc. The fertilizer is for use on turf, ornamentals, wine, table and raisin grapes, and field crops including cereal grains, fruit and nut trees, citrus and avocados.

Addition of this fertilizer to the GOLD'n GRO line of Chelated micro-nutrients fills a nutrient gap. It was created as a result of customer requests for such a product. The GOLD'n GRO fertilizer line now includes a total of 13 liquid micro-nutrient and multi-nutrient fertilizers.

Itronics Metallurgical has become an important western U.S. manufacturer of "Chelated Nutrient Metal" micro-nutrient fertilizers. It now offers seven micro-nutrient fertilizers, with sales currently dominated by four of these: (1) GOLD'n GRO 9-0-1+7% Zn, (2) GOLD'n GRO 9-0-2+3% Zn multi-micro mix, (3) GOLD'n GRO 10-0-0 +4% Fe, and (4) GOLD'n GRO 10-0-1+3% Mn. GOLD'n GRO 9-0-0 Iron Man Z is expected to join this list over the next several years as it is introduced into the market.

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, 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, 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 <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.

Agriculture: Equipment and Supplies
Agriculture: Farming

Retail: Consumer Interest

Lifestyle and Leisure: Home and Garden

Manufacturing and Production: Forest and Paper Products

Chemicals: Specialty Chemicals