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Itronics Announces Listing on Frankfurt Stock Exchange, One of the World's Largest

RENO, Nev., Oct. 23 /PRNewswire-FirstCall/ -- Itronics Inc. (BULLETIN BOARD: ITRO) , inventor and developer of the "Beneficial Use Photochemical, Silver, and Water Recycling" technology that produces environmentally beneficial GOLD'n GRO fertilizers, today said that its stock has been listed for trading on the Frankfurt, Germany, Stock Exchange, one of the world's largest for securities, under the symbol ITG.

"This is a significant indication of the interest in our company by sophisticated European investors," said Dr. John Whitney, Itronics President. "We are pleased that Itronics will trade on this international trading center, which has one of the leading electronic trading platforms in the world."

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with the technology to extract more than 99 percent of the silver and virtually all the other toxic heavy metals from used photoliquids and to convert the resulting liquid into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the trademark GOLD'n GRO, and animal repellent/fertilizer products under the trademark GOLD'n GRO GUARDIAN. These earth friendly liquid fertilizers, which can be used for lawns and houseplants, and the popular Silver Nevada Miner bars, a souvenir of the Silver State, are available at the Company's Web site: <http://www.itronics.com/>.

Itronics Inc. is one of Nevada's leading process technology companies and a world leader in photochemical recycling. Headquartered in Reno, Nevada, it recycles spent liquid photochemicals into liquid GOLD'n GRO fertilizer products and GOLD'n GRO GUARDIAN animal repellent/fertilizer products, recovers, refines, and sells silver, manufactures a line of photochemical silver concentrators, and provides project planning and technical services to the mining industry. Dr. John Whitney, Itronics President, was selected as Nevada's Inventor of the Year for 2000 and has become a member of the Inventor's Hall of Fame at the University of Nevada, Reno. Itronics was one of five finalists for the 2001 Kirkpatrick Chemical Engineering Award, the most prestigious worldwide award in chemical engineering technologies.

(Statements in this press release may constitute forward-looking statements and are subject to numerous risks and uncertainties, including the failure to complete successfully the development of new or enhanced products, the Company's future capital needs, the lack of market demand for any new or enhanced products the Company may develop, any actions by the Company's partners that may be adverse to the Company, the success of competitive products, other economic factors affecting the Company and its markets, and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission. The actual results may differ materially from those contained in this press release. The Company disclaims any obligation to update any statements in this press release.)

CONTACT: Paul Knopick, +1-888-795-6336, for Itronics Inc.

Web site: <http://www.itronics.com/>