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***Itronics First Nine Months 2014 Total GOLD'n GRO Fertilizer Sales Up 3 Percent Despite Sever California Drought***

- Itronics fertilizer sales for the first nine months of 2014 were up three percent, despite the on-going draught in California.

Reno, NV, Oct. 28, 2014 (GLOBE NEWSWIRE) -- Itronics Inc. (OTC: ITRO) reported today its first nine months' 2014 GOLD'n GRO fertilizer sales are up three percent compared to the same period in 2013. Fertilizer sales are being maintained in the face of severe drought in the Company's main markets in the central valley of California.

GOLD'n GRO multi-nutrient zinc fertilizers provide improved soil nutrient bioavailability which increases nutrient uptake by the crops so that smaller quantities of fertilizer can be used as compared to competing fertilizers. This feature of the GOLD'n GRO fertilizer combined with resulting yield improvements makes them more affordable to farmers.

Applying smaller amounts of fertilizer reduces risk of fertilizer run-off and ground water contamination. Improved nutrient metal uptake by the crops means that residual metal buildup in the soil is nearly eliminated. Over the years field testing has also demonstrated meaningful crop yield improvement using GOLD'n GRO fertilizers. Numerous prior press releases have provided specific examples of yield improvement.

"Improvements in yield and soil nutrient bioavailability are attractive to our distributor and its customers," said Dr. John Whitney, Itronics President. "GOLD'n GRO is a truly 'Green' line of fertilizers due to the innovative recycling technology used in manufacturing and the improvement to the crops and the environment from using these fertilizers."

Information about GOLD'n GRO fertilizers is available on its website at [www.goldngro.com](http://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. "Itronics as a multinutrient zinc fertilizer and silver producer, and a large-scale iron copper gold mineral exploration property owner is well positioned to participate in these strong markets," Dr. Whitney said.

About Itronics: Itronics has a long history of environmental achievements, including being named one of the first International Green Heroes in a program sponsored by the British government, and one of the top 10 new technologies in agricultural innovation by Canadian Agri-Retailers. It is a cleantech Company that utilizes science and engineering to create and commercialize recycling, mineral, and nutrient technologies as a "Creative Clean Technology" Company.

Headquartered in Reno, Nevada, Itronics 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 the Fulstone Iron Oxide Copper Gold exploration property in Nevada.

The Company's environmentally friendly GOLD'n GRO liquid fertilizers, which are extensively used in agriculture, can be used on lawns and houseplants and are available at the Company's e-store on Amazon.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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