

Press Release Archives: 10/31/2006

**Itronics Reports Two New Photochemical Management Service Contracts; Photochemical Services Revenues Could Triple**

RENO, Nev., Oct. 31 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) reported today that its wholly-owned subsidiary, Itronics Metallurgical, Inc., has signed two photochemical service contracts with two major companies that together are expected to increase photochemical services revenues in 2007 by up to triple the 2006 photochemical services revenues.

In the first nine months of 2006, Itronics' GOLD'n GRO liquid fertilizer sales were up 30 percent compared to the previous year and silver sales were up 161 percent in the same period. "The new photochemical service contracts will not only increase photochemical service revenues, they will support an increased growth in GOLD'n GRO liquid fertilizer sales and will allow the Company to maintain its high rate of growth in silver sales by expanding silver production up to three times the production in 2006," said Dr. John Whitney, Itronics President.

"We have negotiations underway for additional photochemical service contracts with large regional and national photochemical collection companies that are expected to provide the increased supplies that will be needed to support on-going growth in GOLD'n GRO fertilizer sales," Dr. Whitney said. "Also, growth in silver output is expected to increase further as new, large, photochemical service contracts are signed and service with the new customers established."

"Signing of these two new photochemical service agreements demonstrates that our Company's eight part long term growth plan, announced in June 2005, is being successfully implemented," Dr. Whitney said.

About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a "Beneficial Use Photochemical, Silver, and Water Recycling" facility that extracts more than 99 percent of the silver and virtually all the other toxic heavy metals from used photoliquids and converts the resulting liquids into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the GOLD'n GRO trademark, and 5 troy ounce, 0.999 pure, Silver Nevada Miner numismatic bars. The environmentally friendly liquid fertilizers can be used for lawns and houseplants, and are available, along with GOLD'n GRO 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> .

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Environmental Technology" company and a world leader in photochemical recycling. The Company also provides project planning and technical services to the mining industry and operates the global Gold Producing Stocks web site: <http://www.insidemetals.com> . Itronics was one of five finalists for the 2001 Kirkpatrick Chemical Engineering Award, the most prestigious worldwide award in chemical engineering technologies. Itronics was awarded second place, Highly Commended in the Environmental Technology category, at the prestigious Institution of Chemical Engineers (IChemE) 2005 Worldwide Environmental Award ceremonies at the Royal Courts of Justice in London, England in September 2005. Itronics was awarded the USA Gold Award at the House of Commons in London in November 2005 as part of the International Green Apple Environmental Awards contest, one of the largest and most prestigious of its kind in the world and the International Green Hero award in 2006 for its leadership on environmental issues. Itronics' GOLD'n GRO fertilizer was named one of the top 10 new technologies representing the best of agricultural innovation by the Canadian Association of Agri-Retailers in its December 2005 publication "Communicator". Dr. John Whitney, Itronics President, was selected as Nevada's Inventor of the Year for 2000 and is a member of the Inventor's Hall of Fame at the University of Nevada, Reno.

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.)

-----  
Source: Itronics Inc.

