

Press Release Archives: 11/14/2007

Itronics Increases Third Quarter 2007 Sales by 82 Percent, Nine Months Sales Increase 36 Percent

RENO, Nev., Nov. 14 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO - News; Frankfurt and Berlin Stock Exchanges: ITG) has filed its third quarter 2007 report on Form 10QSB, and it is now available on the SEC web site at sec.gov. In the third quarter ended September 30, 2007, the Company achieved an 82 percent increase in sales, and a \$17,152 gross profit compared to a \$11,882 gross operating loss the 2006 third quarter, an improvement of \$29,034.

"This is the first time Itronics has achieved a positive gross profit in the third quarter which is normally the lowest sales quarter of the year," said Dr. John Whitney, President. For the nine month period ended September 30, gross profit was \$151,934 compared to a gross profit of \$121,164 for the same period in 2006, an increase of 25 percent.

A \$544,325 net profit was generated in the third quarter. Nine month net loss was reduced to \$1,159,645, a reduction of 63 percent. The third quarter net profit and nine month reduction in net loss are due to a reduction in the "loss on derivative instruments," calculated as required by current accounting standards.

Demand for the Itronics' environmentally beneficial recycling services is increasing as restrictions on alternative methods of liquid photochemical disposal continue to tighten throughout the United States. The Company is currently negotiating two additional waste photochemical processing agreements that when completed are expected to provide sufficient photoliquids to support GOLD'n GRO liquid fertilizer and GOLD'n GRO Guardian deer repellent fertilizer sales growth in 2008 and beyond.

Mining Technical Services sales increased by 152 percent in the third quarter as this division continues to advance its web based InsideMetals.com Gold Producer Stocks information portal: <http://www.insidemetals.com>. Visitor traffic on the InsideMetals.com web page is continuing to increase and the site is beginning to generate subscription income. The Company is now actively marketing paid advertising programs on the web site to Gold & Minerals Exploration Companies.

Itronics continued to expand its development of future revenue streams in the mining segment through approval by its Board of Directors to establish two new subsidiaries. One subsidiary will develop the photochemical based thiosulfate technology for use for mineral extraction, including mine tailings, and reclamation of gold heap leach operations. The other subsidiary will acquire multi-mineral properties and invest in strategic small specialty companies that are in early stage or commercial operation. "The Company's Board of Directors believes that forming and activating these new subsidiaries will allow it to monetize more of its intellectual property and produce a greater increase in income and asset growth for Itronics' shareholders," Dr. Whitney said.

Third quarter operating loss increased 50 percent compared to the prior year, principally due to a combination of the effects of the increased corporate marketing and financing expenses.

Results for the third quarter ended September 30, 2007, together with comparative figures for 2006 are summarized and can be viewed here:

<http://biz.yahoo.com/prnews/071114/law015.html?v=101>

The Company continues to meet goals outlined for the balance of 2007, which are to continue to expand GOLD'n GRO liquid fertilizer sales and silver sales; increase the number of photowaste services customers to expand photochemical raw material supply; register GOLD'n GRO Guardian liquid animal repellent fertilizer; and continue to acquire financing to support growth. All of this continues implementation of Itronics' eight part 5 year business plan that was summarized in a press release on June 3, 2005.

About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant located in the United States which can convert used photoliquids into pure silver and liquid fertilizers. At the Company's Reno, Nevada factory more than 99 percent of the silver and virtually all the other toxic heavy metals are extracted from used photoliquids. The purified liquids are converted into environmentally beneficial, chelated, micronutrient and multinutrient liquid fertilizers sold under the GOLD'n GRO trademark. The silver is refined and sold as bullion 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 environmentally compatible mining technology development, 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 compatible recycling and fertilizer technologies.

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.