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Digital Imaging Increases Demand for Itronics' Photochemical Silver Recycling Services by 45 Percent in Third Quarter 2003

RENO, Nev., Nov. 18 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt Stock Exchange: ITG) reported today that used silver-bearing photoliquid volumes received by its subsidiary, Itronics Metallurgical, Inc., were up 45 percent in the third quarter compared to the third quarter of 2002. The volumes in the first nine months this year were up 18 percent compared to the first nine months of 2002. The bulk of this growth is occurring within the Company's existing base of customers, including consumer color photo processing labs.

"The shift by consumers to increased use of digital imaging is significantly increasing the number of long-life, high-quality color prints being developed in the U.S.," said Dr. John Whitney, Itronics president. "This is directly increasing the amount of used photochemical liquids being generated. Any claim that digital photography would decrease our business has proven to be completely wrong."

"To accommodate the growing demand for digital print photo finishing, regional photo labs and mini labs are installing digital processing equipment that prints on silver-halide paper, which generates used silver-bearing photochemical liquids," Dr. Whitney explained. "Rapidly growing Internet companies are providing photographers and users of digital equipment with long-life, high-quality prints, using state-of-the-art silver-halide paper, generating thousands of gallons of used silver-bearing photo liquids per month."

Mini labs are installing equipment so the consumer can produce their own photographic quality digital prints at the lab. This is in addition to the "one hour" photo-finishing services that the mini labs normally supply. "The result of all of these rapidly occurring changes is a dramatic increase in the number of photographic prints being developed and the volume of photo liquids being used for that purpose, and more business for our Company," said Dr. Whitney.

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.

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(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.)

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