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Itronics Reports Success of GOLD'n GRO Guardian Deer Repellent Customer Application Trials

- Huge Market Seen for Green Product

RENO, NV--(MARKET WIRE)--Dec 16, 2008 -- Itronics Inc. (OTC BB:ITRO.OB - News) (Frankfurt:ITG.F - News) (Berlin:ITG.BE - News) and its wholly-owned subsidiary, Itronics Metallurgical, Inc., reported today that the landscape maintenance companies evaluating GOLD'n GRO Guardian Deer Repellent have shown that the product is effective, long lasting, and does no harm to the deer it repels.

"In all cases reported, the spray applications worked well. In one trial the leaves of sprayed and unsprayed trees were tested about ten weeks after application and the leaves of the sprayed trees were appropriately bitter, exactly what the customer wanted," said Dr. John Whitney, Itronics President. No photo-toxicity was reported in any of the trials.

"Two additional landscape maintenance companies have begun evaluating GOLD'n GRO Guardian Deer Repellent, at least one company has expanded its trial, and customers are doing test applications on evergreen trees this winter," Dr. Whitney said. "The deer repellent, when used with GOLD'n GRO 8-8-8 +4%S liquid fertilizer, is systemic, fertilizes the plants while not harming the deer, and lasts more than 10 weeks, which is excellent news for Itronics and its stakeholders."

Itronics Metallurgical has developed a simplified procedure for producing the 20 gallon spray kits which will reduce the cost of packaging equipment and make it easier to achieve larger scale production quickly. There will be three packages, a one gallon spray kit, a 20 gallon spray kit, and a 600 gallon spray kit. The Company expects that the 20 gallon spray kit will be the package of choice. Sales development is being focused on Landscape Maintenance companies that have licensed spray application capabilities and experience, and are in those states in which the GOLD'n GRO Guardian Deer Repellent is registered. These companies will be able to quickly get customer applications started next spring once they have completed their evaluations. There is no other product in the marketplace that accomplishes what Itronics' deer repellent can do: Repel and fertilize at the same time.

Itronics Metallurgical has now completed registration of GOLD'n GRO Guardian Deer Repellent in Nevada, Utah, Colorado, Alabama, Delaware, Maryland, Massachusetts, New Jersey, New York, Pennsylvania, and Rhode Island. The problem of deer damage in suburban areas is most severe in the northeastern states.

Itronics' "Green Environmental Technology" and on-going growth is a result of years of research and development that has made its innovative vertically integrated photochemical recycling technology that completely converts the waste stream to pure silver and makes its high quality GOLD'n GRO brand of environmentally compatible fertilizers a success. GOLD'n GRO Guardian Deer Repellent is a direct extension of the GOLD'n GRO technology and opens up a large new, rapidly growing market segment.

About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" company. 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 used photoliquids into pure silver and GOLD'n GRO liquid fertilizers. 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 clean recycling and fertilizer technologies.

The Company's environmentally friendly GOLD'n GRO liquid fertilizers, which are extensively used in agriculture, can be used for lawns and houseplants, and are available, along with 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>.

VISIT OUR WEB SITE: <http://www.itronics.com>

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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.