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Itronics 2004 Limited Edition of Its Popular Collectible Silver Nevada Miner Bars Available in Early January

- Only One of Its Kind Made in America -

RENO, Nev., Dec. 18 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt Stock Exchange: ITG) reported today that the 2004 Limited Edition of its popular Silver Nevada Miner bars, an excellent collectible and souvenir of the Silver State, will be available through its subsidiary, Itronics Metallurgical, Inc. in early January. Orders are being taken now.

"The 99.9 percent pure, 5 troy ounce silver bar is the only one of its kind being manufactured and marketed in the United States today and is a unique and beautiful collectible," said Dr. John Whitney, Itronics President. "Itronics Metallurgical began offering these bars through its 'e-store' catalog in 2001 at <http://www.itronics.com/> and they are continuing to grow in popularity."

"This year the price of silver has gone up significantly, creating a renewed consumer interest in this precious metal and, we believe, in our silver bars," said Dr. Whitney. "We expect that sales of this attractive silver collectible will increase in 2004 and in future years."

The Silver Nevada Miner bar was created to commemorate the long and eventful silver mining history of Nevada and is an excellent souvenir of Nevada, known as the "Silver State." The bars are 2 3/8 inches by 1 3/8 inches and are 1/4 inch thick. Each contains exactly 5 ounces of pure silver. The bars are "proof quality" and include a year-stamp authenticating the limited edition.

The top surface of the bar is engraved with an authentic reproduction of a miner in one of the famous "square-set" stopes of the Comstock Silver Mines at Virginia City, Nevada, in the mid-1860's. The bars are beautifully crafted making them an excellent gift item.

Those interested in more information about the Silver Nevada Miner bars should call Itronics Metallurgical, Inc. at 1-800-368-1865 or visit its Web site at <http://www.itronics.com/> .

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 is 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.

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

(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.)

CONTACT: Paul Knopick, +1-888-795-6336, for Itronics Inc.

Web site: <http://www.itronics.com/>