

Press Release Archives: 12/30/2009

## **Itronics Lists Major 2009 Achievements; Projects Strong Growth Outlook for 2010**

Environmentally Green Silver and Fertilizer Technology Drives Revenue Growth

RENO, NV, Dec 30, 2009 (MARKETWIRE via COMTEX) -- Itronics Inc. (PINKSHEETS: ITRO) (FRANKFURT: ITG) (BERLIN: ITG) today announced that it is focusing on even stronger growth in 2010 as it identified its major accomplishments for 2009:

-- Increased 2009 nine month total revenues by 10 percent.

-- Increased 2009 nine month silver revenues by 101 percent.

-- Projects 4th quarter 2009 GOLD'n GRO fertilizer sales will increase by more than 100 percent, making it the best 4th quarter for fertilizer sales in Itronics' history.

-- Projects 2009 full year sales will increase by about 10 percent, the best sales year in the Company's history.

-- Obtained minimum funding needed to initiate the Stage 1 silver refinery expansion, which is expected to increase refining capacity by 10 times with no increase in refining costs. Completion targeted for early in the second quarter 2010.

-- Obtained funding for purchase of raw material inventories to support GOLD'n GRO fertilizer manufacturing, leading to more than doubling fertilizer sales in the fourth quarter.

-- Obtained California registration for GOLD'n GRO Iron Man Z, a new chelated liquid micro-nutrient fertilizer for the Turf & Ornamental segment and for use on specialty crops. This new micronutrient fertilizer will be introduced to the California market in 2010 and is expected to contribute to expanding sales.

-- Expanded and strengthened the management team by adding a Finance & Acquisitions Director.

-- Participated in formation of Auric Gold & Minerals (Auric), an affiliated company established to acquire and develop polymetallic gold projects. Helped Auric identify a suitable polymetallic gold property and begin acquiring the mineral rights through a claim staking project.

"Itronics is ending the year with strong growth in fertilizer sales and silver sales and a beginning position in gold and hard mineral assets," said Dr. John Whitney, Itronics President. "With the Stage 1 silver expansion progressing and growing demand for the GOLD'n GRO fertilizers, the foundation is in place to support a much larger expansion of the Company's sales in 2010. With strong worldwide demand for hard mineral and gold properties, Itronics is positioning itself for substantial future mineral asset growth as well. It is very exciting to the Company, its employees, and its shareholders to be able to end the year with such a positive outlook." About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" Company that produces GOLD'n GRO liquid fertilizers and pure silver bullion. 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 spent photoliquids into pure silver and GOLD'n GRO liquid fertilizers. The Company is developing environmentally compatible mining technology, provides 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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Chemicals:Specialty Chemicals