

Pacific Potash Strengthens Brazil Exploration and Development Team

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Vancouver, British Columbia - March 1, 2013 - [Pacific Potash Corporation](#) (TSX-V: PP; OTCQX: PPOTF; FSE: P9P, "The Company") is pleased to announce that it has retained the services of Mr. Andre Costa P.Geo a Professional Geologist with over 18 years of experience working in Canada and Brazil. Mr. Costa has worked for the Saskatchewan Geological Survey, provided project management in Uranium and Diamond exploration, and most recently was the Potash Project Chief Geologist for the Forbes and Manhattan Group. Mr. Costa was responsible for the Potash exploration technical program in the Amazonas Basin, Brazil. He provided project management, compiled all regional data and developed Potash Brazil's drilling program. Mr. Costa is a dual citizen of Canada and Brazil and is fluent in English, Portuguese and Spanish.

Mr. Balbir Johal commented, "Mr. Costa's vast knowledge of a previously almost non-explored basin will be invaluable to the Pacific Potash team. Over the last five years in the Amazonas basin Mr. Costa has been instrumental in compiling historic data, unlocking the potash sequences and basin geometry for Potash Brazil. He has overseen the drilling of over 20 potash wells in the basin, supervised the compilation of data for Potash Brazil's technical reports, and from a potash exploration perspective he is one the most knowledgeable individuals regarding the basin. Mr. Costa feels confident that Potash Brazil's successes are only the beginning of things to come in the Amazon."

Pacific Potash's Brazilian team is now comprised of the following members:

Luis Silva, Country Manager, Brazil - Mr. Silva a geologist, has 20 years exploration experience in Brazil managing several exploration campaigns and is responsible for drilling off several of Jaguar Mining's gold deposits. Luis Silva is currently heading all of Amarillo Gold's (AGC- AGC V) exploration work on their two gold exploration assets in Brazil that have a collective 1.6 million ounces of gold. Luis was also responsible in staking the potash claims for Western Potash in the Amazonas Basin.

Andre Costa P.Geo, Exploration Manager, Brazil - Mr Costa, an Exploration geologist with over 18 years of experience in Brazil and Canada. Andre was instrumental in the development of Potash Brazil's world class Amazonas Basin Potash discovery. He oversaw the compilation of historic data and execution of a successful drill program, the first of its kind in the Amazonas Basin.

William Freire, Legal Counsel, Brazil - For more than 20 years, William Freire has specialized in Mining, Environmental and Energy Law, Metallurgy and the Steel Industry, offering unrivaled specialized legal assistance to national and international clients through the development of their mining activities in Brazil. William has authored over 20 books along with several university law textbooks that are in use throughout South America.

About Pacific Potash Corporation

[Pacific Potash Corporation](#) trades on the TSX Venture Exchange under the symbol: PP, as well on the OTCQX under the symbol: PPOTF and on the Frankfurt Stock Exchange under P9P. Pacific Potash is engaged in the exploration and development of the Amazonas Basin Project and the surrounding potash claims targeting the Middle Amazonas Potash Basin, currently the host to multiple new exploration campaigns for potash. The Company also is exploring the Provost Potash Property and the surrounding potash claims targeting the prolific Prairie Evaporite Formation, which is host to multiple conventional and solution potash mines.

On behalf of the Board, [Pacific Potash Corporation](#)

Balbir Johal, LL.B
Executive Chairman & Director

For further information, please visit our website at www.pacificpotash.com or contact V.P of Corporate Communications Mike Blady:

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Risks and uncertainties that may cause actual results to vary include but are not limited to the availability of financing; fluctuations in commodity prices; changes to and compliance with applicable laws and regulations, including environmental laws and obtaining requisite permits; political, economic and other risks; as well as other risks and uncertainties which are more fully described in our annual and quarterly Management's Discussion and Analysis and in other filings made by us with Canadian securities regulatory authorities and available at www.sedar.com. Pacific Potash disclaims any obligation to update or revise any forward-looking information or statements except as may be required.

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