

Pacific Potash Corporation Featured on "The Next Biggest Winner"

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Vancouver, British Columbia - March 28th, 2013 - [Pacific Potash Corporation](#) (TSX-V: PP; OTCQX: PPOTF; FSE: P9P, "the Company") is pleased to announce that the Company has been featured on "The Next Biggest Winner". The Company will be featured this weekend. Executive Chairman and Director, Mr. Balbir Johal provided an interview for the program, which exposes investors in North America to compelling TSX venture opportunities. The focus of the interview is Pacific Potash Corp's Amazonas Basin Potash project and the macro-economic agro-business drivers currently operating within Brazil.

The full interview will premiere on iChannel.

Dates: Saturday March 30th 7:30 PM EST (also 8:30 AM & 3:30 AM)

Sunday March 31st 6:30 PM EST (Also 7:30 AM & 2:30 AM).

Channel listings:

Bell Channel 514 Across Canada

Cogeco Channel 136 in Ontario and Quebec

MTS TV Channel 282 in Manitoba

Rogers Channel 197 in Ontario, Quebec, Nova Scotia, New Brunswick

Shaw Cable Channel 110 in BC / Channel 95 Everywhere Else

Shaw Direct Channel 593 (Classic) Channel 222 (Direct)

Source Cable Channel 174 Ontario

Telus TV Not Available Yet

Videotron Channel 146 in Quebec

About The Next Biggest Winner

The Next Biggest Winner is a television interview series for Canadian investors dedicated to identifying companies poised for growth.

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 our V.P of Corporate Communications, Mike Blady:

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Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Caution concerning forward-looking information

This press release contains "forward-looking information" and "forward-looking statements" within the meaning of applicable securities laws. This information and statements address future activities, events, plans, developments and projections. All statements, other than statements of historical fact, constitute forward-looking statements or forward-looking information. Such forward-looking information and statements are frequently identified by words such as "may," "will," "should," "anticipate," "plan," "expect," "believe," "estimate," "intend" and similar terminology, and reflect assumptions, estimates, opinions and analysis made by management of Pacific Potash in light of its experience, current conditions, expectations of future developments and other factors which it believes to be reasonable and relevant. Forward-looking information and statements involve known and unknown risks and uncertainties that may cause Pacific Potash's actual results, performance and achievements to differ materially from those expressed or implied by the forward-looking information and statements and accordingly, undue reliance should not be placed thereon.

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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