

Pacific Potash Announces Engagement of Kin Communications Inc.

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Vancouver, British Columbia - May 16th, 2013 - [Pacific Potash Corporation](#) (TSX-V: PP; OTCQX: PPOTF; FSE: P9P, "Pacific Potash" "the Company") is pleased to announce that Kin Communications Inc. ("Kin") has been engaged to provide investor relations services to the company.

Kin will assist Pacific Potash in increasing public awareness by managing the Company's corporate communications, marketing endeavors, and ongoing engagement with shareholders, finance professionals, and media contacts. They have worked with several of the TSX's top performers, including former agricultural client [Potash One Inc.](#), who they counselled from early-stage financing to its \$434M takeover by [K+S Aktiengesellschaft](#).

Kin will be paid a monthly fee of \$7,500 for an initial term of 12 months and will be granted 500,000 stock options of the Company, exercisable at \$0.15 cents per share. The options will vest at a rate of 25% per quarter from the date of the grant and will be exercisable for a period of 5 years. The Agreement and the grant of options are subject to regulatory approval. Kin Communications Inc. does not currently hold any shares in Pacific Potash.

About Kin Communications Inc.

Kin Communications is one of Canada's leading full-service investor relations firms specialized in the resource industry. Kin has a proven track record of generating interest in their clients, building an active shareholder base, and solidifying communications that differentiates clients from their peers.

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, which is host to multiple new exploration campaigns for potash. The Company also is exploring the Provost Potash Property that is targeting the 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 Co-Chairman & Director

For further information, please visit our website at www.pacificpotash.com or contact our V.P of Corporate Communications, Mike Blady, Office: 604.895.7446, Email: mblady@pacificpotash.com

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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