Pacific Potash Announces Engagement of Investor Relations

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Vancouver, British Columbia - May 8th,2013 - Pacific Potash Corporation (TSX-V: PP; OTCQX: PPOTF; FSE: P9P, "Pacific Potash" "the Company") is pleased to announce that the Company has engaged Transcend Resources Group ("Transcend") to provide relations services.

Transcend will work towards enhancing awareness for Pacific Potash's image and the distribution of corporate information, preparing corporate presentations and other materials designed to inform shareholders of corporate activities and prospects, meeting short and long term financial requirements and fund raising. The engagement is initially for a term of twelve (12) months commencing on May 9th, 2013, and may be renewed or terminated at the option of the Company by giving thirty (30) days written notice. The Company has agreed to pay Transcend $5,000 per month plus applicable taxes.

Executive Chairman & Director Mr. Balbir Johal stated "Pacific Potash's management team is committed to raising market awareness for the Company. The appointment of Transcend brings an experienced investor relations group with broad industry contacts to our team and their support in communicating the Company's story to the public markets will increase the awareness of our story with both current and potential shareholders. We are excited to work with them."

About Transcend Resource Group:

Transcend Resource Group is a Full-Service Investor Relations Company that assists micro, small and mid-cap public companies with market awareness campaigns and helps them gain valued industry exposure through our large network of retail and institutional clients.

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.