Pacific Potash Strengthens Management and Exploration Team Appoints Andre Costa President and CEO

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Vancouver, British Columbia - May 28th, 2013 - Pacific Potash Corporation (TSX-V: PP; OTCQX: PPOTF; FSE: P9P, "the Company") is pleased to announce Andre Costa M.Sc., P.Geo. has been appointed as President and CEO of the Company. Mr. Costa is 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 chief geologist for Brazil Potash a private company with operations surrounding the majority of Pacific Potash's Claims. 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 successful drilling program on which a NI 43-101 compliant resource is currently being calculated by Ercosplan. Mr. Costa is a dual citizen of Canada and Brazil, and is fluent in English, Portuguese and Spanish.

Mr. Costa stated "Pacific Potash tenements in the Amazon Basin it is on-trend and surrounded by existing potash deposits and historical potash occurrences. Working on this basin for five years gave me strong understanding of the drilling program logistics, drilling methods, stratigraphycal correlations, depositional environments, structural constraints, mineralization spatial distribution and seismic correlations. This knowledge will be important to achieve positive potash intercepts and consequently advancing to the next stages. All the efforts will now be focused on the upcoming drilling program in order to confirm and evaluate the potash mineralization to be found on Pacific Potash claims that would be developed into potash resources on this new and already confirmed world class potash basin."

Mr. Balbir Johal, Executive Chairman & Director commented: " Balbir Johal, Executive Chairman commented: "Having a CEO and President with local ties to the country and to Pacific Potash's project area will be a huge benefit for the Company. 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. "

Pacific Potash would also like to announce that Mr. Steve Butrenchuk has resigned as President & CEO but will remain with the Company as an Advisory Board member. Pacific Potash wished to thank Mr. Butrenchuk for his contribution as President & CEO, and are certain that his experience, and insight will continue to be beneficial to the Company in his new position.

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

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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.