

Pacific Potash Inks Deal With Ocean Capital Merchant Bank

12.07.2013 | [The Newswire](#)

VANCOUVER, BRITISH COLUMBIA – July 11th, 2013 - [Pacific Potash Corp](#) (TSX-V: PP; OTCQX: PPOTF; FSE: P9P, "Pacific Potash", "the Company") is pleased to announce that it has engaged Ocean Capital Inc. ("Ocean Capital") a Hong Kong based Merchant Bank with long standing corporate relationships throughout Hong Kong, Shanghai, Beijing, Singapore and Seoul Korea. Ocean Capital will work to elevate the Company's visibility among potential investment, hedge, mutual, and pension funds, private equity firms and high net worth individuals. They will also provide advisory services for Pacific Potash through their extensive expertise in mining and metals, energy, technology and alternative energy.

Ocean Capital has arranged a series of engagements through its high-profile investment network for Pacific Potash the week of July 15th in Hong Kong. The Company is looking forward to further penetrating international investment opportunities with institutional funds as well as potential strategic partners. Balbir Johal, Executive Co-Chairman stated "We are convinced that working with Ocean Capital will allow Pacific Potash the opportunity to pursue additional funding for our drill program and expand our existing exploration plan. The focus of this trip is to grow our financing network and cultivate relationships to drive our business plan. I believe that the interest in Hong Kong will increase our market awareness on a global scale".

Ocean Capital has entered into a contract where they will receive a fee of US\$ 7,000 per month for a period of six months to cover all related expenses. The agreement is subject to regulatory approval.

About Ocean Capital Inc.

Ocean Capital Inc provides advisory services to clients, including acquisitions, mergers, joint ventures, asset swaps, minority investments, private placements, and IPO advisory through an experienced management team. The firm strives to add value to their clients' companies by bringing strategic and financial expertise from senior professionals, in conjunction with a global network of financial and technical professionals.

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 Co-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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