

Pacific Potash Corp Announces Joel Mendes RennÃ³ Jr as Adviser

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VANCOUVER, BRITISH COLUMBIA / TNW-ACCESSWIRE / April 8th 2014 / [Pacific Potash Corp.](#) (TSX-V: PP; OTCQX: PPOTF; FSE: P9P, "Pacific Potash", "the Company") is pleased announce the appointment of Mr. Joel Mendes Renno Jr. as special advisor to the Company for the purposes of assisting in the development of the Amazonas Potash Project in matters related to government policies and funding. The Company has provided Mr. Renno a strong and broad mandate to use his special expertise in the legal, financing and mining sectors in Brazil to increase shareholder value.

Mr. Renno J.D., has extensive knowledge and experience in the legal, operations, finance and investment sectors within the capital market industry, most notably with the EBX Group of Companies spearheaded by Eike Batista. Having held numerous executive positions within EBX Group, including Managing Partner, Co-Head of Corporate Finance and Senior Corporate Counsel for EBX Holding Ltda, he was involved in an array of acquisitions with emphasis in the resource sector, and assisted in growing the company's profile both within Brazil and internationally.

Mr. Renno's executive and senior management experience encompasses all types of transactions, with main areas of practice focused on: public and private mergers and acquisitions (local and cross-border), public and private equity, hybrid and debt offerings, exclusive sale assignments, joint ventures, corporate restructuring, tax planning and business creation and development.

In addition to advising Pacific Potash with the development of the Amazonas Potash Project, he will also assist in reviewing properties for potential acquisition within the agriculture and mining sectors, as well as accessing potential joint venture partners and raising concurrent financing.

There is no assurance that the Company will acquire additional assets, and in the interim, management continues to evaluate all transactions, opportunities and activities in respect of the Amazonas Potash Project in Amazonas State, Brazil.

On his appointment, Mr. Renno was granted 250,000 share purchase options exercisable at \$0.055 per share for a period of 10 years pursuant to TSX policies.

We Seek Safe Harbor.

On behalf of the Board,

Pacific Potash Corporation

Balbir Johal

Executive Co-Chairman, Director & CEO

For further information, please visit our website at www.pacificpotash.com or +1 604.895.7446.

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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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