

Pacific Potash Announces Appointment of New Chief Operation Officer and President

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Vancouver, British Columbia / TNW-ACCESSIRE / August 15th 2014 / [Pacific Potash Corp.](#) (TSX-V: PP; OTCQX: PPOTF; FSE: P9P, "Pacific Potash", "The Company") is pleased to announce the appointment of Mr. Bing Pan as the company's new Chief Operation Officer and President, effective immediately.

Mr. Pan has 18 years variety experience in corporate strategy, business development, business consultant & advisory, start ups and fund raising. In Mr. Pan's historical career, he has been engaged in a few advanced business sectors in China and North America. Currently, Mr. Pan also serves as the director of Cadillac Ventures Inc. and the director of CapitalAsia Financial Group. Mr. Pan received his MBA degree from the Richard Ivey School of Business.

Mr. Bing Pan will work closely with the board on the company overall strategy and daily operation. One of Mr. Pan's key responsibilities is to lead the management team and consolidate professionals from Canada, China and Brazil to drive the company's Amazon potash project to the next milestone. In addition, Mr. Bing Pan will co-sign all the company's expense with executive Co-Chairman Mr. Balbir Johal.

The company intends to strengthen the geology team further in the near future by involving professional geologists with track record in potash to ensure the optimal exploration program is carried out in a cost effective manner. The geological reports were authored by Andre Costa, previously our chief geologist. The company's present chief geologist is Dr. Harrison Cookenboo who wrote the original 43-101 geological report on the Amazonas potash property.

The Board of Directors is highly confident that under the leadership and with the expertise of Mr. Pan, we will be able to move towards the potential discovery and development of potash on our Amazonas Potash property in Brazil.

About [Pacific Potash Corp.](#)

[Pacific Potash Corp.](#) 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 Provost Potash Property and the surrounding potash claims targeting the prolific Prairie Evaporite Formation, which is host to multiple conventional and solution potash mines. The Company also has an option to acquire an 80% interest in [Western Potash Corp.](#)'s (TSX: WPX) Amazonas Basin claims.

We seek safe harbour.

On behalf of the Board,

[Pacific Potash Corp.](#)

Balbir Johal, LL.B.

Executive Co-Chairman and Director

Tao Liu

Co-Chairman and Director

For further information, please visit our website at www.pacificpotash.com or contact Julie Hajduk, Investor Relations:

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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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