

Appointment of New President and Chief Operating Officer

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[Pacific Potash Corp.](#) (TSX-V: PP) ("Pacific Potash" or the "Company") is pleased to announce the appointment of Dr. Charlie Cheng as the company's new President & Chief Operation Officer, effective immediately.

Dr. Charlie Cheng holds a Ph.D. in Geology from the University of British Columbia and a M.Sc and B.Eng in Geology from the China University of Geosciences. Over the last 30 years Dr. Cheng has specialized in the exploration and evaluation of almost all types of precious, base and rare metal ore deposits in North and South America & Asia where he worked as the field geologist, exploration geologist, computing geologist, project Manager, chief geologist, general manager of several mineral exploration projects, president & CEO of TSX-V company. Among the projects that Dr. Cheng participated in or was in charge of, three of them have been in production, one of them is under development into a mine, and two of them are in the pre-feasibility and feasibility stage respectively.

Dr. Cheng will work closely with the management team and the geology team of the company in regard to the development of the Amazonas potash property. The company has set up detailed exploration and drilling program, including a 5-holes major drill program. The Board of Directors is highly confident that with the expertise of Dr. Cheng, the company will be able to move the Amazonas potash property forward to the next milestone.

About Pacific Potash Corporation

[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. Tao Liu
Executive Co-Chairman and Director Co-Chairman and Director

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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