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IC Potash Corp. Appoints Arthur Roth as Director of Marketing

TORONTO – (Marketwire) – July, 23 2012 - IC Potash Corp. ("ICP" or the "Company") (TSX: ICP, OTCQX: ICPTF) is pleased to announce the appointment of Arthur J. Roth as Director of Marketing. Roth is a globally respected industry veteran with more than 50 years of experience in domestic and international marketing, transportation, and distribution of fertilizer products. Reporting directly to Sidney Himmel, President and CEO of ICP, Roth will be responsible for formulating marketing plans and distribution strategies, establishing and negotiating commercial relationships, and coordinating with IC Potash partners and fertilizer industry groups.

Commenting on the appointment, Himmel stated, "As his impressive career and many accomplishments can attest, Art brings ICP deep industry experience, expertise, and influence that should serve to greatly complement and enhance our market intelligence and the development of our Ochoa project. He is an excellent addition to ICP's management team and we fully expect he will play a key role establishing a world class marketing and distribution strategy as we advance towards full commercial production."

With noted expertise in the domestic and international marketing of potash, international fertilizer trade, project development, contract negotiation, development of pricing strategies, fertilizer product distribution by truck, rail and marine systems, Roth has held senior executive posts at International Minerals & Chemical Corp. (now Mosaic Co.), AMAX Chemical Corporation, and Helm Fertilizer Corporation. Immediately prior to joining IC Potash, he served as CEO of A.J. Roth & Associates, an independent industry consulting firm that he founded in 1985. In this capacity, he provided proprietary consulting services to more than 75 clients engaged in the agribusiness, fertilizer, minerals and energy industries operating in the U.S., Canada, Latin America, Europe, China, India, Thailand, and Japan. Roth is a graduate of Loyola University where he earned both a Bachelor's and a Master's degree in Chemistry.

About IC Potash Corp.

ICP intends to become a primary producer of Sulphate of Potash ("SOP") and Sulphate of Potash Magnesia ("SOPM") by mining its 100%-owned Polyhalite Ochoa property in New Mexico, a highly advanced mineral deposit containing proven and probable reserves of more than 340 million tons of ore within the proposed mine plan. SOP is a non-chloride based potash fertilizer that sells at a substantial premium over the price of regular potash known as Muriate of Potash ("MOP"). MOP contains chloride and is therefore not the optimal potash for numerous crops and in situations where there is high soil salinity. ICP is focused on becoming the lowest cost producer of SOP in the world. The SOP market is towards six million tonnes per year. SOP is a significant fertilizer in the fruit, vegetable, tobacco, potato, and horticultural industries. SOP is also applicable in soils where there is substantial agricultural activity with varieties of crops and therefore where the salinity of the soil has increased, and in areas where soils are dry. SOPM is a highly desirable potash product for soils with magnesium deficiency, including those found in Europe and Southeast Asia and has a total global market size of over one million tonnes. ICP's Ochoa property consists of over 100,000 acres of federal subsurface potassium prospecting permits and State of New Mexico potassium mining leases. For more information, please visit www.icpotash.com.

Forward-Looking Statements

Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond the control of ICP, including, but not limited to, risks associated with mineral exploration and mining activities, the impact of general economic conditions, industry conditions, dependence upon regulatory approvals, and the uncertainty of obtaining additional financing. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements.