

## IC Potash Expands Leadership Team With Appointment of Bob Mueller as SVP, Internal Development

TORONTO--(Marketwire - October 1, 2012) - IC Potash Corp. ("ICP" or "the Company") (TSX: ICP) (OTCQX: ICPTF) today announced the appointment of Bob Mueller as Senior Vice President of Internal Development. A globally respected expert in the field of transformational leadership, Mueller will work in close collaboration with ICP President and CEO Sidney Himmel to inspire, empower and support a companywide culture dedicated to achieving superior performance across all areas of ICP's business operations.

From 1999 until joining ICP for this dedicated assignment, Mueller has served as Senior Consultant and Vice President of the Global Natural Resources Practice at Vanto Group, a global consulting firm focused on breakthrough performance and distinguished by the extraordinary track record of its clients. Mueller brings ICP over three decades of experience working with major corporations in the Automotive, Steel, General Manufacturing and Mining industries, having facilitated large system initiatives that resulted in substantial wealth creation and union/management cooperation initiatives on four different continents. With Vanto Group, he has led key consulting projects in South Africa, United States, Canada, South America, New Zealand and Australia.

Prior to Vanto Group, Mueller was responsible, both as external consultant and executive, for the change architecture that led to major culture, cost and productivity breakthroughs at Magma Copper Company/BHP from 1989 to 1999. He also worked as a senior consultant and practice leader for five years at King, Chapman & Broussard Consulting Group, Inc., a Houston-based management consulting firm. From 1969 until 1985, Mueller worked for the Ford Motor Company, where he was instrumental in developing Ford's "team process," the "Quality is Job #1" program and the design and implementation of an employee involvement/participative management culture.

Mueller is a graduate of Loyola University where he earned three Bachelor's degrees in the disciplines of Production Management, Philosophy and Psychology.

Himmel stated, "I have long enjoyed the study of transformational corporate leaders who have succeeded in internalizing a sense of commitment to their core values and goals, and have been able to articulate this in such a way that their organizations generate extraordinary business results while creating an exceptional quality of life for its people. With a mission to build IC Potash into a world class global minerals company, I believe it is among my highest priorities to help create a culture in which our Board members, our employees, and all of our consultants and advisors collaborate as a fully engaged and unified team -- each committed to the success of our Company and to the success of each other. To that end, we look to leverage Bob's and Vanto Group's proven experience and expertise to actively implement internal training programs, communication protocols and high performance work systems designed to align and empower our team so that ICP not only realizes its promising growth potential, but, in fact, achieves lasting greatness while building pronounced long term shareholder value."

In association with a series of team building programs led by Mueller and Vanto Group this past spring and summer, the ICP team has made the following corporate declaration that will underpin the Company's key corporate messaging on a moving forward basis: "Because we care, through engaged communication and integrity, we distinguish IC Potash as a world class company."

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](http://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.

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