

IC Potash to Exhibit at PDAC 2013 International Convention, Trade Show and Investors Exchange

TORONTO--(Marketwire - March 1, 2013) - IC Potash Corp. ("ICP" or the "Company") (TSX: ICP) (OTCQX: ICPTF) today announced that the Company has been invited to exhibit at PDAC's Investors Exchange to be held March 3-6, 2013 at the Metro Toronto Convention Centre in Toronto, Ontario.

EXHIBIT DETAILS AT A GLANCE

WHO:

Sidney Himmel - President and Chief Executive Officer

Lisa Faiella - Vice President, Investor Relations

Mike Morrison - Process Engineer

WHEN: Sunday, March 3, 2013 - Wednesday, March 6, 2013

WHERE:

Metro Toronto Convention Centre - South Building

222 Bremner Blvd.

Toronto, Ontario

Booth #2551

About PDAC 2013 International Convention, Trade Show & Investors Exchange - Mining Investment Show

PDAC International Convention, Trade Show & Investors Exchange is the world's leading Convention for people, companies and organizations in, or connected with, mineral exploration. The four-day annual Convention held in Toronto, Canada has grown in size, stature and influence since it began in 1932 and today is the event of choice for the world's mineral industry. In addition to meeting over 1,000 exhibitors, 30,369 attendees from 125 countries, it allows for the opportunity to attend technical sessions, short courses as well as social and networking events. For more information on PDAC 2013 International Convention, please visit www.pdac.ca/pdac/conv/index.aspx.

About PDAC

The Prospectors and Developers Association of Canada (PDAC) represents the interests of the Canadian mineral exploration and development industry. The association was established in 1932 in response to a proposed government regulation that threatened the livelihood of Ontario prospectors. Today, 80 years after its founding, the association is a national organization with 9,000 individual members (including prospectors, developers, geoscientists, consultants, mining executives, and students, as well as those involved in the drilling, financial, investment, legal and other support fields) and 1,254 corporate members (including senior, mid-size and junior mining companies and organizations providing services to the mineral industry). For more information on PDAC, please visit www.pdac.ca.

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 southeast 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, a market that is towards six million tonnes per year. SOP is a significant fertilizer in horticultural industries, particularly fruits, vegetables, tobacco and potatoes. SOP is applicable for soils where there is substantial agricultural activity, high soil salinity, and in arid regions. SOPM is a highly desirable potash product for soils with magnesium deficiency, 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.

Contact Information

FOR MORE INFORMATION, PLEASE CONTACT:

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