

IC Potash to Present at the 25th Annual ROTH Conference

TORONTO--(Marketwire - March 5, 2013) - **IC Potash Corp.** ("ICP" or the "Company") (TSX: [ICP](#)) (OTCQX: [ICPTF](#)) today announced that the Company has been invited to present at the 25th Annual ROTH Conference to be held March 17-20, 2013 at the Ritz-Carlton Laguna Niguel, California.

PRESENTATION DETAILS AT A GLANCE

WHO:

Sidney Himmel -- President and Chief Executive Officer

WHEN:

Tuesday, March 19, 2013 at 3:30pm Pacific Time

WHERE:

Ritz-Carlton Laguna Niguel
One Ritz-Carlton Drive
Dana Point, California

The 25th Annual ROTH Conference will feature presentations from hundreds of growth companies, Q&A sessions, expert panels and thousands of management one-on-one/small group meetings, one of the largest of its kind in the U.S. This event is designed to provide investors with a unique opportunity to gain insight into emerging growth companies across a variety of sectors, including Business Services, Consumer, Cleantech, Industrials & Resources, Healthcare, Metals & Mining and Technology & Media. This conference is by invitation only. For more information, please contact conference@roth.com or your ROTH representative at (800) 933-6830.

About ROTH Capital Partners

ROTH Capital Partners, LLC (ROTH) is a relationship-driven investment bank focused on serving emerging growth companies and their investors. As a full-service investment bank, ROTH provides capital raising, M&A advisory, analytical research, trading, market-making services and corporate access. Headquartered in Newport Beach, California, ROTH is privately-held and employee owned, and maintains offices throughout the U.S. and Hong Kong. For more information on ROTH, please visit www.roth.com.

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

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