



FOR IMMEDIATE RELEASE

IC Potash Appoints Mr. Duane Parnham as Independent Director

TORONTO, July 20 - IC Potash Corp. (TSX: ICP) (OTCQX: ICPTF), the New Mexico based Sulphate of Potash (SOP) development company, announced today that Mr. Duane Parnham has joined the Board of IC Potash effective immediately. Mr. Parnham is an experienced business professional and entrepreneur with decades of experience operating resource focused companies. Sidney Himmel, CEO and Director of IC Potash commented, "We are delighted to have Mr. Parnham join our Board of Directors. Mr. Parnham brings a wealth of knowledge, experience and international contacts to IC Potash, and I am confident his managerial, technical and financial expertise will have an immediate effect on achieving effective market valuation as we advance the Ochoa potash project and begin marketing to an international investment audience."

Mr. Parnham has a successful track-record of developing companies from start-ups to fully permitted projects with considerable resources and reserves. This experience includes working internationally with governments, landowners, and financial institutions to identify high impact and underdeveloped projects. Currently Executive Chairman of Giyani Gold Corp. and Director of Angus Mining (Namibia) Inc., he was most recently the Executive Chairman of UNX Energy Corp., a company that he founded and sold to joint venture partner HRT Participações em Petróleo S.A of Brazil for \$730 million. Mr. Parnham previously served as Founding Officer and Director for Forsys Metals Corp. and Temex Resources Corp.

About IC Potash Corp.

IC Potash Corp. intends to become a primary producer of Sulphate of Potash ("SOP") by mining its 100%- owned potash Ochoa property in New Mexico. IC Potash's Ochoa property consists of over 100,000 acres of federal subsurface potassium prospecting permits and the State of New Mexico Potassium mining leases.

IC Potash is focused on being the lowest cost producer of SOP in the world, a market that is six million tonnes per year and growing. SOP is a non-chloride based potash fertilizer that sells at a substantial premium (50% on average) over the price of Muriate of Potash ("MOP"), the most widely used fertilizer in the world.

SOP is a significant fertilizer in the fruit, vegetable, tobacco, potato, and horticultural industries, and for agriculture in saline and dry soils and soils in which there is agriculture with varieties of crops.

For further information, please visit www.icpotash.com or contact Sidney Himmel at 416-624-3781 or 575-993-2758.