



**REMINDER:
IC POTASH TO HOST Q4 2014 CONFERENCE CALL
DESCRIBING 2015 OPERATIONS AND FINANCING PLANS**

TORONTO - (Marketwired) - December 4, 2014 - [IC Potash Corp.](#) (TSX: ICP; OTCQX: ICPTF) (“ICP” or the “Company”) is pleased to announce that Mr. Sidney Himmel, President and Chief Executive Officer, will host a public conference call today – Thursday, December 4, 2014 – at 11:00 a.m. EST. On the call, Mr. Himmel will describe the Company’s plans and processes for financing the Sulphate of Potash Ochoa Project in southeast New Mexico, USA.

Mr. Himmel will also describe operating plans for 2015 regarding the pre-engineering and design work which will precede construction, and will support optimal financial structures and construction competitive bidding processes.

Participants will be invited to join a question and answer session immediately following the presentation.

All interested parties are welcome to join the conference call using the following numbers:

Thursday, December 4, 2014 at 11:00 a.m. EST

Participant Toll Free: **888-505-4368**

Participant (International) Toll: **719-325-2448**

Participant Passcode: **1633065**

The presentation can be viewed at <http://www.visualwebcaster.com/event.asp?id=101161>

Replay until Saturday, January 3, 2015

Toll Free: **888-203-1112**

Toll: **719-457-0820**

Replay Passcode: **1633065**

ICP’s website offers a comprehensive Learning Center which can be accessed at icpotash.com/learning-center/. The Learning Center offers resources about the Company, about SOP as a specialty fertilizer, and about fertilizer markets in general.

About IC Potash Corp.

ICP has demonstrated a low-cost method to produce Sulphate of Potash (“SOP”) from its 100%-owned Ochoa polyhalite deposit in southeast New Mexico and seeks to become a primary, long-term producer of SOP. SOP is a non-chloride potash fertilizer widely used in the horticultural

industry and for high value crops, such as fruits, vegetables, tobacco and potatoes. It is applicable for soils where there are substantial agricultural activity, high soil salinity, and in arid regions. The Ochoa Project has access to excellent local labor resources, low-cost electricity and natural gas, water, rail lines, and the Port of Galveston, Texas. ICP's land holdings consist of approximately 102,000 acres of federal preference right potassium leases, 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 and other factors which may cause the actual results, performance or achievements of ICP to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Forward-looking statements include statements that use forward-looking terminology such as "may", "will", "expect", "anticipate", "believe", "continue", "potential" or the negative thereof or other variations thereof or comparable terminology. Such forward-looking statements include, without limitation, reserve estimates, ICP's expected position as one of the lowest cost producers of SOP in the world, the timing of receipt and publication of ICP's environmental permits, the sufficiency of ICP's cash balances, the timing of production, and other statements that are not historical facts. 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, the uncertainty of obtaining additional financing, and risks associated with turning reserves into product. 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.

FOR MORE INFORMATION, PLEASE CONTACT:

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President and Chief Executive Officer
Phone: 720-633-9005

