

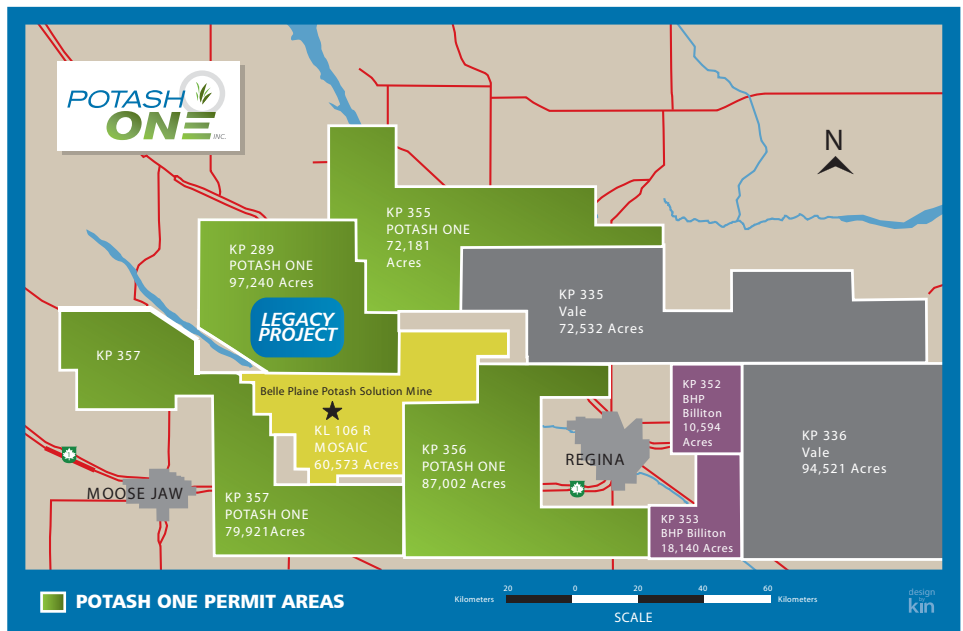


Potash One's mineral-rich potash resource and experienced team of solution mining experts and mining financiers positions the Company to be Canada's first new potash producer since 1985. Potash One offers investors the opportunity to benefit from its early entry into the potash market, solution mining operational advantages, and ongoing favorable fundamental trends.

POTASH ONE'S permit areas are located in the most prolific potash-producing region in the world. Covering 515,000 acres and adjacent to the world's largest potash solution mine (Mosaic's [NYSE: MOS] Belle Plaine Operation), Potash One is strategically positioned to capitalize on Saskatchewan's potash-rich basin.

The Legacy Potash Project

The 97,240 acre Legacy Project is Potash One's flagship property. Located 80km NW of Regina, Saskatchewan, the 100% owned Legacy Project is a green-field potash solution mine in the feasibility stage of development and in the advanced stages of regulatory permitting. The fully financed Feasibility Study is expected to be completed in mid 2010 and will provide a comprehensive overview of all aspects of the project. An Environmental Impact Statement has recently been submitted and environmental approval is expected before the end of 2010.



Legacy's Pre-Feasibility Study was completed in July 2009, and conducted by a team of internationally-respected consultants through the leadership of SNC-Lavalin. Based on an average potash price of US\$ 525/tonne [Q2 2009-normalized flat line average price per tonne of KCL, FOB Vancouver], the study projected a 30.1% IRR (after tax and royalty), a 3.3 year payback period, and a US\$ 4.47 billion Net Present Value (NPV) after tax at a 10% discount rate. The Pre-Feasibility Study estimated the capital expenditure for a 2.5 million tonne per year potash solution mine and production facility to be US\$ 1.9 billion or US\$ 750 per tonne of annual production capacity. Based upon the results of the Pre-Feasibility Study, a Feasibility Study was initiated in August 2009. Upon completion of the Feasibility Study, the receipt of environmental permits (anticipated in late 2010) and subject to financing, **Potash One will be positioned to commence facility construction in early 2011 with first production in late 2013.**

Resource Category	Area (Mm ³)	Thickness (m)	KCl (Grade %)	Resource (MMT)
Measured	5.6	37.8	25.8	29
Indicated	47.5	34	26.3	222
Inferred	225	33.5	23.8	853

The Legacy Project has an NI 43-101 Compliant Measured and Indicated Mineral Resource of 251 million recoverable tonnes of KCl product, and an Inferred Mineral Resource of 853 million recoverable tonnes of KCl product. At a production rate of 2.5 million tonnes per year, Legacy's resource is capable of supporting over 100 years of potash production.

Potash One's Competitive Advantages: Early Entry and Solution Mining

Solution mining of potash, which is the dissolution of sylvite (KCl) and halite (NaCl) in a water or salt brine solution, offers a better return on investment, quicker timeline to production, scalable production, lower capital expenditure, minimal environmental disruption and reduced technical risk relative to conventional underground mining.

Potash One's forward thinking initiatives and early exposure to Saskatchewan's solution mining-amenable basin provides Potash One with first mover advantage. This unique position has provided Potash One with the ability to attract both the strategic capital and the partnerships required to advance the Legacy Project.

About Potash

TSX: KCL

Potash is a potassium-rich mineral extracted from deposits left behind when ancient sea beds evaporated. As an essential nutrient for plant growth, potash enhances plant durability by providing protection against disease, drought, parasites, weeds and cold weather. It regulates plant physiology, helping achieve maximum plant growth, yield, development and quality. There is no commercial substitute for potash, nor can it be synthetically replicated.



Legacy potash project: Drilling underway

Global Potash Market, Long-term Sustained Fundamental Growth

The current potash market is estimated to be between 35-50 million tons annually and projected to increase by 21.2% by 2030¹. At forecasted industry growth rates, a new 2 million-tonne/year mine is required to go into production every year in order to meet future potash demand. This demand is generally fueled by a global population that is forecasted to reach 9 billion by 2050, up almost 35% from current levels and increasing². Reliance on bio-fuels, diminishing arable lands, and changing diets in developing countries which further exacerbates the demand/supply imbalance for potash.

Share Structure

As of January 31, 2010

Shares Issued and Outstanding	80,792,660
Fully Diluted	101,080,676
Market Capitalization	\$238 Million
Cash & Cash Equivalents	\$35 Million

The Company has funds in excess of those required to complete its feasibility study, regulatory and permitting requirements and purchase of critical long lead items.



Management – A Track Record of Creating Shareholder Wealth

Potash One has assembled an exceptional management and technical team to efficiently develop the Legacy Project through production. Management is led by Potash One founder, Paul Matysek, President & CEO, whose most recent success includes the establishment of one of Canada's fastest growing TSX and NYSE listed uranium companies, Energy Metals Corp. ("EMC"). Under his stewardship, EMC's capitalization grew from \$10 million in 2004, to \$1.8 billion when it was acquired by a major producer in 2007. Further, Chairman Robert Friedland brings a wealth of experience in international capital markets. His Singapore-based Ivanhoe Capital Corp. and affiliated companies have raised billions of dollars in resource-sector project financing and venture capital. Mr. Friedland's success in establishing business links in Asia – including China and India, which have vast potash markets – will greatly assist the Company's financial and strategic endeavors.

Technical Expertise – Experienced Solution Mining Builders & Operators

The Potash One Technical Team draws on the finest talent available. Collectively, the members have worked for all the major potash producers in Saskatchewan and retain direct experience designing, building and operating solution mines.

Paul Matysek, M.Sc., P. Geo. President & CEO
Robert Friedland Chairman

Processing Leadership Team

Mike Ferguson, P.Eng. VP Projects
John McEwan, P.E. VP Solution Processing
Erika Ritchie, M. Eng., P. Eng. VP Envrt. & Regulatory Affairs
Carlos Perucca, P.Geo. Process Consultant
David Neville Whiting Equipment Canada

Solution Mining Team

Max Ramey, PE VP Solution Mining
Doug Ruse, P.Eng. P.Geo. Cavern Engineering
Michael Hardy, Ph.D, PE Agapito Associates
Norbert Grueschow NG Consulting
Steve Halabura, P.Geo. North Rim Exploration Ltd.

Engineering Consultants for Pre-Feasibility and Feasibility Studies

SNC Lavalin

Corporate Contact

Paul Matysek, President, CEO
#1238 - 200 Granville Street
Vancouver, BC, V6C 1S4

1-888-POTASH1
info@potash1.com
www.potash1.com

Investor Relations Contact

kin communications inc.
#210 - 736 Granville Street
Vancouver, BC, V6Z 1G3

1-866-684-6730
ir@kincommunications.com
www.kincommunications.com

¹ Zhang, WenJun. "A forecast analysis on fertilizers consumption worldwide." Environmental Monitoring and Assessment 133(2007): 427-434.

² Bout, Jacob & Chiang, Kevin. "Global Potash Supply-A Focus On Saskatchewan Exploration." CIBC World Markets Equity Research Industry Update 25 Aug 2008 4, 19 Nov 2008