



## **NEWS RELEASE**

### **American Potash Corp. Announces Capital Markets Services Agreement**

**Vancouver, B.C., July 14, 2015.** **American Potash Corp. (CSE: AMP)** (the “Company” or “American Potash”) has retained D2J Consulting Corp. (“D2J”) as an independent consultant to provide capital markets consulting services to the Company.

The term of the capital markets services agreement (“Agreement”) with D2J is 3 months commencing on July 13, 2015 subject to regulatory approval. The Agreement is subject to extension of consulting services on a month by month basis with termination at the directive of either party and executed by giving thirty (30) days advance written notice to the other party.

As consideration for services provided, the Company will pay D2J a fee of \$6,000 plus applicable taxes per month. The Company will also grant D2J, in accordance with the policies of the CSE Exchange and the Company’s Stock Option Plan, an incentive stock option to purchase 200,000 common shares in the capital of the Company exercisable for a period of 2 years, commencing on the Effective Date, at an exercise price of \$0.10 per common share.

#### **About D2J Consulting Corp.**

D2J is a consulting firm specializing in providing effective capital markets support and awareness services to emerging small-cap companies. D2J’s business approach is to identify companies with a strong management team, a solid undervalued asset base with high growth potential and assist the company in developing a more active and broader market presence. D2J has a vast network of market professionals across Canada and the US and takes the approach of introducing undervalued companies to its network so as to realize the fair value for the company’s assets. D2J will provide certain consulting services, such as, consultation, advice, and strategic relationships with other companies and acquisitions, access to the capital markets and similar activities designed to further the business and development of the Corporation. Additionally, D2J may provide marketing and publicity materials, and organize roadshows for American Potash.

#### **On behalf of the Board of Directors**

*“Mike Sieb”*  
**Mike Sieb, President**

*“Rudy De Jonge”*  
**Rudy De Jonge, CEO**

*Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.*



**AMERICAN  
POTASH  
CORP.**

**AMP: CSE**

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*Statements in this press release other than purely historical information, including statements relating to the Company's future plans and objectives or expected results, are "Forward-Looking Statements" within the meaning of Section 21E of the United States Securities Exchange Act of 1934, as amended and Canadian securities laws. Forward Looking Statements are based on numerous assumptions and are subject to all of the risks and uncertainties inherent in the Company's business, including risks inherent in resource exploration and development. As a result, actual results may vary materially from those described in the Forward Looking Statements.*

*Key assumptions upon which the Company's forward-looking statements and information are based include: the price of potash will rise and not fall significantly; the Company's ability to secure new financing to continue its exploration and development activities; there being no significant changes in the ability of the Company to comply with environmental, safety and other regulatory requirements; the Company's ability to obtain regulatory approvals in a timely manner; and the Company's ability to achieve its growth strategy. These assumptions should be considered carefully by readers. Readers are further cautioned that the foregoing list of assumptions is not exhaustive. Although the Company believes that the assumptions on which the forward-looking statements or information are made are reasonable, based on the information available to the Company on the date such statements were made, no assurances can be given as to whether these assumptions will prove to be correct.*