

Verde Potash Announces Appointment of New VP Corporate Development

TORONTO, Oct. 9, 2012 /CNW/ - Verde Potash (TSX: "NPK") ("Verde" or the "Company") is pleased to announce the appointment of Mr. Jaret Anderson as the Company's new Vice President Corporate Development. Mr. Anderson will be responsible for managing and expanding the Company's relationships with the investment community and will form part of the Company's senior management team going forward. He has covered the fertilizer and chemicals sector since 2006 for two boutique investment dealers and a global bank. Mr. Anderson has a total of 13 years of equity research experience and has covered Verde for the past two years, giving him a strong understanding of the Company.

Prior to joining Verde, Mr. Anderson was a Research Analyst covering the fertilizer and chemicals sectors at Mackie Research Capital Corp. and Salman Partners Inc. He had also spent seven years at UBS Securities Canada covering Canadian paper and forest companies, as well as the chemical and fertilizer industries. Mr. Anderson was rated #1 for earnings estimate accuracy by Stamine in 2006 and rated #2 for the quality of his reports in 2005. Over the past year he was ranked #1 on the Bloomberg Absolute Return Rank (BARR) for four of six stocks under coverage. Mr. Anderson received a Bachelor of Commerce, with Honours, from the University of British Columbia, and was awarded the CFA designation in 2000.

Cristiano Veloso, President & CEO, said: "We are excited to have someone of Mr. Anderson's reputation as part of the senior management team. Respect for his opinion and advice has built a solid analyst-issuer relationship, and we're looking forward to bringing that expertise into a full time role with management. Joining in a full time capacity, Mr. Anderson fills the role previously held by Mr. Jed Richardson as a consultant. Mr. Richardson will continue to contribute to the Verde team in a consultancy capacity and as a member of the Board of Directors."

About Verde Potash

Verde Potash, a Brazilian fertilizer exploration and development company, is focused on advancing the Cerrado Verde Project located in the heart of Brazil's largest agriculture market. Cerrado Verde is the source of a potash-rich deposit from which the Company intends to produce potassium chloride (KCl). In addition, the Company is developing its Calcario limestone project, limestone being a key raw material in the production of KCl.

About the Cerrado Verde Potash Project

Cerrado Verde is a unique project: 1) its high grade potash rock outcrops and is amenable to strip mining, allowing fast construction of a scalable operation; 2) it is located in the midst of the world's third largest and fastest growing fertilizer market; 3) it connects to Brazil's largest fertilizer distribution districts via existing and high quality infrastructure; 4) it has the potential to supply KCl to Brazil's local agriculture market from its large potash-rich deposit.

Cautionary Language and Forward Looking Statements

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Readers are cautioned not to rely solely on the summary of such information contained in this release and are directed to the complete set of drill results posted on Verde's website (www.verdepotash.com) and filed on SEDAR (www.sedar.com) and any future amendments to such. Readers are also directed to the cautionary notices and disclaimers contained herein.

SOURCE: Verde Potash Plc

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