



Gensource Potash Retains thinkHERO as a Strategic Branding and Communications Partner

SASKATOON, Saskatchewan – February 11, 2020 – Gensource Potash Corporation (“Gensource” or the “Company”) (TSX-V: GSP), a fertilizer development company based in Saskatoon, announces the engagement of thinkHERO Incorporated as a strategic branding and communications partner.

thinkHERO has been retained to provide heightened brand awareness for Gensource to its various stakeholders. Initial services will include branding and marketing, website design and development, and digital and social presence. Beyond this initial work, thinkHERO will provide investor and media relations.

“We look forward to partnering with thinkHERO and its full suite of services to ensure we have the tools we need to communicate with investors, partners and community stakeholders,” said Mike Ferguson, President and CEO of Gensource. “As we move closer to finalizing the financing package for our Tugaska Project and continue to work with HELM Fertilizer Corp as the project’s offtaker, it is critical we communicate the sustainability and positive societal impact of our operations combined with the project’s economic benefits.”

“We are proud to represent innovative companies like Gensource, because there is nothing more rewarding than raising awareness for clients that embody the social and economic change people want to see in our world,” said Patrick Piette, President of thinkHERO Inc. “Our efforts will not only elevate the Company’s value proposition, which ultimately bolsters sustainable food security, but also inspire potential investors to make Environmental, Social & Governance (ESG) the new standard when evaluating investment opportunities.”

The agreement with thinkHERO has a term of 12 months and may be terminated at any time without charge by either party by giving 60 days' notice. thinkHERO will be paid a monthly fee of \$6,500 and will be granted stock options to acquire up to 300,000 common shares of Gensource in accordance with the Company's stock option plan and the policies of the TSXV. Mr. Piette currently owns 410,000 common shares of Gensource. The agreement is subject to the approval of the TSXV.

About Gensource

Gensource Potash is a fertilizer development company based in Saskatoon, Saskatchewan and is on track to become the next fertilizer production company in that province. With a small scale and environmentally leading approach to potash production, Gensource believes its technical and business model will be the future of the industry. Gensource operates under a business plan that has two key components: (1) vertical integration with the market to ensure that all production capacity built is directed, and pre-sold, to a specific market, eliminating market-side risk; and (2) technical innovation which will allow for a small *and* economic potash

production facility, that demonstrates environmental leadership within the industry, producing no salt tailings, therefore eliminating decommissioning risk, and requiring no surface brine ponds, thereby removing the single largest and negative environmental aspect of potash mining.

Gensource is working with **Roc Global LLC** of New York as its exclusive financial advisor

About thinkHERO

thinkHERO Incorporated is a Toronto-based creative marketing agency dedicated to building investor awareness. thinkHERO fuses compelling storytelling, marketing savvy, and new technology to drive results. thinkHERO helps private, pre-public and public companies in the US and Canada attract capital, investors and media attention.

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This news release may contain forward looking information and Gensource cautions readers that forward- looking information is based on certain assumptions and risk factors that could cause actual results to differ materially from the expectations of Gensource included in this news release. This news release includes certain "forward-looking statements", which often, but not always, can be identified by the use of words such as "believes", "anticipates", "expects", "estimates", "may", "could", "would", "will", or "plan". These statements are based on information currently available to Gensource and Gensource provides no assurance that actual results will meet management's expectations. Forward-looking statements include estimates and statements with respect to Gensource' future plans, objectives or goals, to the effect that Gensource or management expects a stated condition or result to occur, including the ability to finance the Tugaske or the Project or other projects on terms which are economic or at all, the establishment of vertical integration partnerships and the sourcing of end use potash purchasers. Since forward-looking statements are based on assumptions and address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results relating to Gensource' financial condition and prospects, the ability to finance the Tugaske or the Project or other projects on terms which are economic or at all, the ability to establish viable vertical integration partnerships and the sourcing of end use potash purchasers could differ materially from those currently anticipated in such statements for many reasons such as: failure to finance Tugaske or the Project or other projects on terms which are economic or at all; failure to settle a definitive joint venture agreement with a party and advance and finance the project; changes in general economic conditions and conditions in the financial markets; the ability to find and source off-take agreements; changes in demand and prices for potash; litigation, legislative, environmental and other judicial, regulatory, political and competitive developments; technological and operational difficulties encountered in connection with Gensource' activities; and other matters discussed in this news release and in filings

made with securities regulators. This list is not exhaustive of the factors that may affect any of Gensource' forward-looking statements. These and other factors should be considered carefully and readers should not place undue reliance on Gensource' forward-looking statements. Gensource does not undertake to update any forward-looking statement that may be made from time to time by Gensource or on its behalf, except in accordance with applicable securities laws.
