

GENSOURCE RETAINS MINERA IR TO MANAGE INVESTOR RELATIONS PROGRAM

SASKATOON, Saskatchewan – October 10, 2016 – Gensource Potash Corporation (“Gensource” or the “Company”) (TSX.V: **GSP**) announces it has retained Minera IR Inc. (“Minera IR”) to provide strategic investor relations and financial communications services.

Mike Ferguson, President & CEO of Gensource stated, “With the recent execution of the off-take agreement (see September 16, 2016 press release), we’re entering an exciting inflection point and Minera IR will play a leading role in communicating the Company’s upcoming milestones and enhancing its exposure among industry stakeholders and investors.”

Minera IR, a Toronto-based investor relations firm, will assist the Company in increasing market awareness by managing the Company’s marketing activities, corporate communications and facilitating dialogue with shareholders, finance professionals, analysts and media.

Under the terms of the agreement, the Company will pay Minera IR a monthly fee of \$5,000. The contract term is 6 months and also includes performance based stock options. The agreement is subject to the approval of the TSX Venture Exchange.

About Gensource

Gensource is based in Saskatoon, Saskatchewan and is focused on developing the next potash production facility in that province. Gensource’s President and CEO, Mike Ferguson, P.Eng., has assembled a management and technical team with direct and specific expertise and experience in potash development in Saskatchewan.

Gensource operates under a business plan that has two key components - vertical integration with the market to ensure that all production capacity built is directed to a specific market, eliminating market-side risk; and, technical innovation which will allow for a small *and* economic potash production facility, the output of which can then be directed to a single, specific market.

About Minera IR Inc.

Minera IR is a Canadian full service investor relations firm specializing exclusively in the Metals and Mining industry, with a focus on generating investor interest in resource companies and building an engaged shareholder base for clients. With expertise in developing and executing effective strategic IR programs, combined

with an extensive network of investment community contacts, Minera IR specializes in helping clients achieve their capital markets objectives including improved liquidity, shareholder value and financing requirements. Miner IR is owned and operated by Patrick Piette. Mr. Piette currently owns 333,333 common shares and 333,333 warrants of Gensource.

For further information please contact:

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

Caution Regarding Forward-Looking Statements

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's future plans, objectives or goals, to the effect that Gensource or management expects a stated condition or result to occur, including completion of the YCR transaction, the expected timing for release of a resource estimate and a preliminary economic assessment, as well as a feasibility study, and 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, among other things, completion of the YCR transaction, a refund of lease conversion costs in the event that the YCR transaction does not proceed, results of exploration, the economics of processing methods, project development, reclamation and capital costs of Gensource's mineral properties, Gensource's financial condition and prospects, 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: an inability to complete the YCR transaction on the terms as announced or at all, including the conditions for regulatory approval and financing; denial by ministerial authorities of a refund of lease conversion costs in the event that the YCR transaction does not proceed; changes in general economic conditions and conditions in the financial markets; the ability to find distributors 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's 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's forward-looking statements. These and other factors should be considered carefully and readers should not place undue reliance on Gensource's 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.
