



Gensource Potash Renews Investor Relations Contract

SASKATOON, Saskatchewan – February 1, 2020 – Gensource Potash Corporation (“**Gensource**” or the “**Company**”) (TSX-V: **GSP**), a fertilizer development company based in Saskatoon, is pleased to announce the continued appointment of thinkHERO Incorporated (“thinkHERO”) to provide external investor relations services to the Company.

thinkHERO is a Toronto-based investor relations advisory firm representing and advising growth-oriented TSX and TSXV listed companies.

CEO Mike Ferguson commented: "The team at thinkHERO are a key part of our overall strategy, their investor network and communications experience support our goal to provide timely updates for our investors while ensuring the utmost transparency. 2021 is a critical year for us as we move towards construction of the Tugaske Project. The team will target a heightened level of awareness not only in Canada but Europe also."

thinkHERO will be remunerated \$6,500 per month for a 12-month term. thinkHERO currently owns 133,000 shares of the Company. 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.

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.

For further information about the Company please contact:

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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 the ability to finance the Tugaskie Project or other projects, 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's financial condition and prospects, the ability to finance the Tugaskie 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 the Tugaskie 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's activities; an inability to predict and counteract the effects of COVID-19 on the business of Gensource, including but not limited to the effects of COVID-19 on the price of commodities, capital market conditions, restriction on labour and international travel and supply chains; 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.