



MEDIA RELEASE September 15, 2011

NORTH ATLANTIC POTASH ANNOUNCES NEW CEO

Headquartered in Saskatoon, new leadership will leverage land position, exploration permits and financial strength to advance potash development strategy in Canada.

Saskatoon, 15th, 2011: North Atlantic Potash and JSC Acron are pleased to announce the appointment of David Waugh as Chief Executive Officer. Effective immediately, Waugh will lead the company's ongoing exploration and development strategy of its 2.7 million acres of permitted land in Saskatchewan's potash belt.

"We are very pleased David is joining our team," said Arie Zuckerman, President of North Atlantic and Vice President of Acron. "He brings additional focus to our ongoing exploration activities and moves us closer to the goal of developing our extensive potash leases in Saskatchewan."

Mr. Waugh has over 30 years of progressively senior experience in the potash sector in exploration, development, and mine construction and operations. Most recently, he was General Manager and Vice President of one of Saskatchewan's major underground potash operations. Previously Mr. Waugh managed a potash mining operation in New Mexico, conducted technical and economic evaluations of a number of North American and international mineral properties, and was part of all stages of an eastern Canadian potash operation from discovery through feasibility, financing, and construction.

"Over my career I've seen interest in potash grow exponentially," said Waugh. "It's something that's not going away. The world's growing population will continue to demand more food production driving up the need for increased productivity around the world using the nutrients that Saskatchewan has to offer. North Atlantic Potash provides an excellent opportunity to utilize my 30 years of development, mining, safety and sustainability knowledge to advance our potash strategy in one of the worlds most favourable regions."

Active in the community, Mr. Waugh has chaired the Saskatoon United campaign, was a Director with the Saskatchewan Mining Association, and has volunteered on a number of mining innovation, safety, and engineering advisory boards.

North Atlantic Potash

North Atlantic Potash is focused on developing potash production in Canada. It currently holds more than 2.7

million acres and 37 exploration permits in the Prairie Evaporite potash deposit in the Saskatchewan. In 2011, the company completed an extensive 2D seismic survey on their Foam Lake property and is in the final planning stage of a drilling program to begin this year. Evaluations are ongoing on their other extensive holdings to prioritize exploration activities and other options to maximize their potential.

www.northatlanticpotash.com

JSC Acron

Acron is a fast-growing group of interrelated companies and one of the leading global mineral fertilizer producers. Key business segments include ammonia, nitrogen and complex mineral fertilizers, as well as organic and non-organic compounds. The Group includes three major production facilities, its own logistics infrastructure, an international sales network, and is investing in its own raw material base.

www.acron.ru/en/

-30-

Media Contacts:

David Waugh, CEO

North Atlantic Potash

(306) 203-1950