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MEDIA RELEASE

MARKET UPDATE

Potash West NL (the Company) (**ASX: PWN**) has released a webcast with the following details:

Potash West releases Market update on exploration and process development

Speaker: Patrick McManus, Managing Director

Live date: Tuesday 24 July 2012 2.15 AEST

Access this webcast at : www.brrmedia.com/event/99521

Access other PWN webcasts at: www.brrmedia.com/asx/PWN

About Potash West

Potash West (ASX:PWN) is an exploration company focused on developing potassium-rich glauconite deposits in West Australia's Perth Basin. The Company aims to define a substantial resource base and investigate how best to recover potash from the mineral. The project is well situated in relation to infrastructure, with close access to rail, power and gas. A successful commercial outcome will allow the Company to become a major contributor to the potash market at a time of heightened demand.

The Company has a major land holding over one of the world's largest known glauconite deposits, with exploration licenses and applications covering an area of 2,905km². Previous exploration indicates glauconite sediments are widespread for more than 150km along strike and over 15km in width.