Atlas Salt Inc. Announces Publication of its Inaugural ESG Report - The Path to a Sustainable Legacy

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ST. JOHN'S, August 15, 2024 - Atlas Salt Inc. ("Atlas Salt" or the "Company") (TSXV:SALT) (OTCQB:REMRF) is pleased to announce the publication of its inaugural Environmental, Social and Governance Report ("ESG Report") for its Great Atlantic Salt Project (the "Project").

The ESG Report highlights Atlas Salt's commitment to upholding core values of environmental stewardship and community engagement while focusing on innovative and sustainable mining.

Three core sustainability-related priorities are outlined in the ESG Report:

Maintaining Social License: We are building the social license to operate through engagement right from the planning stage with all key partners for the Project, with the goal of building long-term, mutually beneficial relationships.

Developing Market for Clean Salt: We know that demand for de-icing salt currently outstrips domestic supply, so we are focused on identifying bulk and packaged clients who value purchasing clean, low-carbon salt, and who will partner with us to support our sustainable mining practices.

Minimizing Impact: Minimizing greenhouse gas (GHG) emissions and operating sustainably are at the heart of our business. The salt that we will extract will be mined with state-of-the-art electric equipment powered from the provincial grid, and if you fly over the Project you will see that it will occupy very little surface area compared to other mining operations.

Rick LaBelle, CEO, commented: "I'm excited to publish our inaugural ESG report. We have been thoughtful and rigorous in our approach to stakeholder engagement and ensuring that environmental impacts will be minimal. The management team at Atlas truly understands and responds to the needs of Canada, our communities, and our investors, showcasing our commitment to sustainability and responsible growth. We are deploying an innovative design, pursuing sustainable long-term operating practices and building on the unique characteristics of our home base in Newfoundland and Labrador".

Our Inaugural ESG Report sets out a detailed account of our annual performance in the areas of health, safety, social and environmental matters. This report is intended to provide information on Atlas Salt's strategies and practices in our approach to ESG and to report on the sustainability practices of the Project. We will provide the North American markets with de-icing salt that is cleanly extracted and has a minimal transportation emission footprint to North American markets.

The ESG Report will support the Company's current strategic discussions with various parties, including potential sources of financing, allowing the Company to advance the Project's construction and unlocking shareholder value.

For further information and ongoing updates, please visit https://atlassalt.com/. A copy of the ESG Report will be available for download on Atlas Salt's website.

About Atlas Salt Inc.

Atlas Salt Inc. is developing Canada's next salt mine and is committed to responsible and sustainable mining practices. With a focus on innovation and efficiency, the company is poised to make significant contributions to the North American salt market while upholding its values of environmental stewardship and community engagement.

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We seek safe harbor.

Cautionary Statement

Neither the TSX Venture Exchange nor its Regulation Services Provider, (as the term is defined in the Policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release. This press release includes certain "forward-looking information" and "forward-looking statements" (collectively "forward-looking statements") within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, included herein, without limitation, statements relating to the future operating or financial performance of the Company, are forward-looking statements. Forward-looking statements are frequently, but not always, identified by words such as "expects", "anticipates", "believes", "intends", "estimates", "potential", "possible", and similar expressions, or statements that events, conditions, or results "will", "may", "could", or "should" occur or be achieved. Forward-looking statements in this press release relate to, among other things: completion, delivery and timing of project components and requirements, and analysis and assumptions related thereto. Actual future results may differ materially. There can be no assurance that such statements will prove to be accurate, and actual results and future events could differ materially from those anticipated in such statements. Forward-looking statements reflect the beliefs, opinions and projections on the date the statements are made and are based upon a number of assumptions and estimates that, while considered reasonable by the respective parties, are inherently subject to significant business, technical, economic, and competitive uncertainties and contingencies. Many factors, both known and unknown, could cause actual results, performance or achievements to be materially different from the results, performance or achievements that are or may be expressed or implied by such forward-looking statements and the parties have made assumptions and estimates based on or related to many of these factors. Such factors include, without limitation: the timing, completion and delivery of required permits, supply arrangements and financing. Readers should not place undue reliance on the forward-looking statements and information contained in this news release concerning these times. Except as required by law, the Company does not assume any obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

SOURCE: Atlas Salt Inc.