



510 Burrard St, 3rd Floor  
Vancouver BC, V6C 3B9  
[www.computershare.com](http://www.computershare.com)

Date: 17<sup>th</sup> October 2011

To: All Canadian Securities Regulatory Authorities

**Subject: PURE LIVING MEDIA INC.**

Dear Sirs:

We advise of the following with respect to the upcoming Meeting of Security Holders for the subject Issuer:

Meeting Type :	Annual General and Special Meeting
Record Date for Notice of Meeting :	14/11/2011
Record Date for Voting (if applicable) :	14/11/2011
Beneficial Ownership Determination Date :	14/11/2011
Meeting Date :	27/12/2011
Meeting Location (if available) :	1820 - 925 West Georgia Street Vancouver, BC

**Voting Security Details:**

<b>Description</b>	<b>CUSIP Number</b>	<b>ISIN</b>
COMMON SHARES	74623X109	CA74623X1096

Sincerely,

**Computershare Trust Company of Canada /  
Computershare Investor Services Inc.**

Agent for PURE LIVING MEDIA INC.