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PURE LIVING MEDIA INC.

PURE LIVING MEDIA INC. ANNOUNCES RESULTS OF ANNUAL GENERAL AND SPECIAL MEETING OF THE SHAREHOLDERS

December 30, 2011

CNSX Symbol: PLV

Mr. Arndt Roehlig reports:

Vancouver, BC: Pure Living Media Inc. (the "Company") is pleased to announce the results from the Annual General and Special Meeting that was held on Wednesday December 28, 2011.

Shareholders of the Company passed all resolutions presented to vote on, which include the re-election of Arndt Roehlig, Bruno Gasbarro, Cam Shippit and Cory Brandolini to the Board of Directors and the appointment of Davidson & Co LLP, the Company's chartered accountants.

Special resolutions approving the change of name of the Company and the authorization to consolidate the 58,644,787 issued and outstanding common shares of the Company on a one (1) share for every twenty (20) issued shares basis, with any fractional shares created being cancelled was also approved by the shareholders.

Arndt Roehlig, the Company's President stated, "With the full support of our shareholders to restructure the share capital of Pure Living Media Inc., we can now move ahead with changing the Company from the focus of technology to the focus of the resource sector".

About Pure Living Media Inc.:

Pure Living Media Inc., through its majority-owned subsidiary, TBwaP, Inc., is aimed at developing web content and tools for promoting fitness and healthy living for moms. The first major site, Tight Bod with a Pod (www.tightbodwithapod.com), is a free online magazine with weekday articles including daily customized workout regimen videos, healthy living advice, fitness tips and nutritious recipes for the modern mom. Content is published on the site as well as through an opt-in email newsletter delivered directly to the mom's inbox. TBwaP is located in Los Angeles, CA and currently publishes a North American edition with Canadian and Brazilian versions in the works.

On behalf of the Board of Directors:

/s/ "Arndt Roehlig"
President and Director

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