

*The Canadian National Stock Exchange has neither approved nor disapproved the contents of this news release.*



**PURE LIVING MEDIA INC.**

**PURE LIVING MEDIA INC. APPOINTS NEW DIRECTOR**

**January 17, 2012**

**CNSX Symbol: PLV**

**Mr. Bruno Gasbarro reports:**

**Vancouver, BC: Pure Living Media Inc.** (the "Company") is pleased to announce the appointment of Jurgen Wolf as a director of the Company effective immediately.

Jurgen Wolf has been involved in public oil and gas companies for more than 15 years. Mr. Wolf brings over 35 years of business experience working in Canada, and internationally as a C-level executive and has served as a director on numerous Canadian publicly traded companies. Mr. Wolf owned and operated precast concrete factories in Calgary and Vancouver, and from 1982 to 2002 he operated and owned a commercial project management company.

Concurrently, the Company has accepted the resignation of Mr. Cam Shippit as director of the Company. Pure Living Media Inc wishes Mr. Shippit success in his future endeavors.

The Company's Board of Directors now consists of Arndt Roehlig, Bruno Gasbarro, Jurgen Wolf and Cory Brandolini.

**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](http://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, Chief Executive Officer and Director

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