

*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 20, 2012**

**CNSX Symbol: PLV**

**Mr. Arndt Roehlig reports:**

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

Salvatore Giantomaso has been involved in public venture companies for more than 20 years. Mr. Giantomaso is the Vice president of Newway Forming Ltd. of British Columbia, a concrete construction corporation since 1985. He brings many years of business experience working in Canada and the United States, and has served as a director and officer on numerous Canadian publicly traded companies.

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

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

**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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