

2012-0202 - Consolidation - Pure Living Media Inc. (PLV)

February 7, 2012

Following the Annual General and Special Meeting of the shareholders (the "Meeting") of Pure Living Media Inc. the Company proposed to consolidate its issued and outstanding shares capital on a one (1) share for every twenty (20) shares basis (the "consolidation"). As a result the outstanding common shares of the company will be reduced to approximately 2,932,239 with any fractional shares remaining after the consolidation being cancelled by rounding down to the nearest whole share.

A full description of the transaction is contained in Pure Living Management Information Circular dated November 14, 2011 and is available with the Company's listing and disclosure documents in the Listings Disclosure Hall.

Pure Living Media Inc. was granted an exemption from CNSX's requirement that the company change its name as part of a share consolidation. Please note that all open orders will be cancelled at the end of business on February 9, 2012. CNSX Dealers are reminded to re-enter their orders taking into account the share consolidation.

At opening of trading on February 10, 2012, the shares will trade with a new CUSIP number, however the name and symbol will not change.

Effective Date: Friday, February 10, 2012

Symbol: PLV

NEW CUSIP: 74623X20 8

NEW ISIN: CA 74623X20 8 6

If you have any questions or require further information please contact Radhika at (416) 572-2000 X 2435 or E-mail: radhika.ramkarran@cnsx.ca

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