

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



PURE LIVING MEDIA INC.

PURE LIVING MEDIA INC. ANNOUNCES PRIVATE PLACEMENT FINANCING

February 10, 2012

CNSX Symbol: PLV

Mr. Arndt Roehlig reports:

Vancouver, BC: Pure Living Media Inc. (the "Company") announces has arranged a private placement of up to 8.5 million units. The private placement will consist of up to 8.5 million units at a price of 5 cents per unit for gross proceeds of \$425,000. Each unit will consist of one common share of the Company and one full share purchase warrant. Each warrant will be exercisable into one common share at a price of 10 cents for a period of two years from the date of close of the private placement. Proceeds of this Private Placement are for general working capital. Finder's and agent's fees will be paid in accordance with the policies of the CNSX.

The Private Placement remains subject to the approval of the CNSX.

On behalf of the Board of Directors:

/s/ "Arndt Roehlig"
President and Director

For further information please contact:
Arndt Roehlig
Telephone: (604) 569-1236 or arndt@rccapital.ca