

*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 CLOSING OF PRIVATE PLACEMENT**

**March 21, 2012**

**CNSX Symbol: PLV**

**Mr. Arndt Roehlig reports:**

Vancouver, BC: Pure Living Media Inc. (the "Company") is pleased to announce the closing of the previously announced private placement (the "Private Placement") on February 10, 2012. The Company sold 8,500,000 units to various investors at a price of \$0.05 per unit (the "Units") for aggregate proceeds of \$425,000. Each Unit is comprised of one common share and one warrant to purchase one common share at a price of \$0.10 per share for a period of 24 months from the date of issuance.

In connection with the Private Placement, the Company paid a cash commission of \$24,250 to one finder, representing 10% of the proceeds raised by that finder.

The Company intends to use approximately \$180,000 of the total proceeds raised of the Private Placement for repayment of the Company's debt, with the remaining amount of approximately \$220,750 delegated for general working capital purposes.

On behalf of the Board of Directors:

*/s/ "Arndt Roehlig"*  
President and Director

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