

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



**PURE LIVING MEDIA INC.**

**PURE LIVING MEDIA INC. DIVESTS ITSELF OF ITS CORE BUSINESS SUBSIDIARY**

**March 26, 2012**

**CNSX Symbol: PLV**

**Mr. Arndt Roehlig reports:**

Vancouver, BC: Pure Living Media Inc. (the "Company") announces that effective March 23, 2012; the Company has sold its 51% interest in its Nevada subsidiary TBwaP, Inc. to Pan Pacific Technologies Inc., an arms length body corporate in Panama City, Rep. of Panama.

TBwaP Inc. was responsible for the Company's Media Business, which is no longer core to the Company's business focus. Going forward, the Company is currently in negotiation with several vendors to enter into mineral property acquisitions.

On behalf of the Board of Directors:

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

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