

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



**PURE LIVING MEDIA INC.**

**PURE LIVING MEDIA INC. SIGNS PURCHASE AGREEMENT TO BUY THE PURPLE ONION MINERAL CLAIMS IN NWT**

**May 24, 2012**

**CNSX Symbol: PLV**

**Mr. Arndt Roehlig reports:**

Vancouver, BC: Pure Living Media Inc. (the "Company" or "PLV") announces it has signed a Purchase Agreement to buy certain claims known as the "Purple Onion" claims held by Coltstar Ventures Inc. (TSX-V "CTR"). These claims were staked by Coltstar Ventures Inc. in September 2010 to cover a sedimentary-exhalative (SEDEX) lead-zinc silver prospect. The property covers approximately 81,353 ha and is situated 110km north of the Canol road or 220km north east of Ross River near the Yukon Territory border. The claim blocks to be purchased are as follows: CV 86, 88, 91, 92, 94, 97, 99 and 101 through 140. The purchase price of this property is \$70,000 cash and 300,000 shares of the Company at a deemed price of 25 cents per share subject to CNSX approval and also TSX-V approval.

Pursuant to the Transaction, Coltstar Ventures Inc. will retain a net smelter royalty of 0.5%, which the Company shall have the option to acquire from Coltstar Ventures in consideration for the issuance of an additional 100,000 common shares of PLV upon the following amounts being expended on the Purple Onion claims by the Company or any company affiliated to PLV by the following dates:

By September 14, 2012	\$72,310
By September 19, 2013	\$253,100

Arndt Roehlig, the CEO, President and a director of Pure Living Media Inc. is also the CEO, President and a director of Coltstar Ventures Inc. Mr. Roehlig has declared his interest in the Transaction and has abstained from voting in respect of any resolutions approving or disapproving of this Transaction.

This Transaction is part of a fundamental change of business for the Company to re-classify itself from being a media issuer to a resource issuer.

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