

EARLY WARNING
REPORT

Securities Act

1. Name and address of acquiror

Arndt Roehlig
909 Bowron Street
Coquitlam, BC V3J 7W3
("Roehlig")

2. Name of Issuer

Pure Living Media Inc. (the "Issuer")

3. Designation, number (or principal amount) and percentage of securities acquired (ownership of or control over) by acquiror

Roehlig exercised 250,000 share purchase warrants of the Issuer to acquire a further 250,000 common shares in the capital stock of the Issuer, representing 2.05% of the 12,182,235 shares outstanding as of the date of exercise.

4. Designation, number (or principal amount) and percentage of securities in respect of which the acquiror has ownership of and control over immediately after the acquisition

The Issuer has 12,182,235 common shares issued and outstanding. Roehlig owns and controls 1,350,000 common shares, or 11.08% of the Issuer's issued and outstanding common shares. The amount of securities held directly or indirectly by Roehlig in the form of securities convertible into common shares is 850,000. In the event Roehlig were to exercise all of the convertible securities he holds in the Issuer, Roehlig would hold 16.88% of the Issuer's then issued and outstanding common shares.

5. Designation, number (or principal amount) and percentage of securities over which the acquiror, together with any joint actors, has (i) ownership and control, (ii) ownership but control is held by other persons or companies other than the acquirer or any joint actors, and (iii) exclusive or shared control but does not have ownership

Roehlig owns and has control over all of the 1,350,000 common shares. None of the common shares held by Roehlig are controlled by other individuals or companies other than Roehlig. Roehlig does not alone or together with any joint actors have exclusive or shared control but not have ownership of any common shares.

6. Name of the market in which the acquisition took place

The acquisition of 250,000 common shares was pursuant to a share purchase warrant exercise of 250,000 share purchase warrants of the Issuer.

7. Purpose of the acquiror and any joint actors in making the acquisition including any intention to increase the beneficial ownership of or control over any of the Issuer's securities

Roehlig acquired the additional 250,000 common shares to assist in funding the working capital of the Issuer. Roehlig may increase his common share holdings by further purchases from treasury or the market.

8. General nature and material terms of any agreement, other than lending agreements, with respect to securities of the Issuer entered into by the acquiror (or any joint actor) and the Issuer in connection with the acquisition, including agreements with respect to the acquisition, holding, disposition or voting of any of the securities

N/A

9. Names of all joint actors in connection with the acquisition

There are no joint actors in connection with the acquisition.

10. If the acquisition did not take place on a stock exchange or other published market the nature and value of consideration paid by the acquirer.

Roehlig exercised 250,000 share purchase warrants for the purchase of 250,000 common shares at an exercise price of \$0.10 per common share in consideration for \$25,000.

11. Description of any change in any material fact set out in a previous report

N/A

DATED this 3rd day of August, 2012

"Arndt Roehlig"

ARNDT ROEHLIG