

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



**PURE LIVING MEDIA INC.**

**EARLY WARNING REPORT**

**August 3, 2012**

**CNSX Symbol: PLV**

**Mr. Arndt Roehlig reports:**

Vancouver, BC: Pure Living Media Inc. (the "Company") announces that further to the exercise of 750,000 share purchase warrants, two early warning reports have been filed with respect to the Company. Arndt Roehlig exercised 250,000 share purchase warrants to acquire ownership in 250,000 common shares of the Company. Mr. Roehlig now owns a total of 1,350,000 common shares of the Company, representing 11.08% of the Company's common shares issued and outstanding. Bruno Gasbarro exercised 500,000 share purchase warrants to acquire ownership in 500,000 common shares of the Company. Mr. Gasbarro now owns a total of 2,190,000 common shares of the Company, representing 17.98% of the Company's common shares issued and outstanding. The share purchase warrants were acquired by Mr. Gasbarro and Mr. Roehlig as part of a private placement for units in the Company (the "Private Placement") as previously announced on February 10, 2012.

Pursuant to the Private Placement, 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 was 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.

Arndt Roehlig and Bruno Gasbarro are both directors of the Company and the exercise of share purchase warrants was intended to assist in funding working capital. The Company is relying on the exemption provided under NI 45-106 section 2.5 for this distribution to be exempt from prospectus requirements.

Early Warning Reports have been filed with Canadian Securities Commissions in respect of the acquisition. Copies of the report may be obtained from SEDAR at [www.sedar.com](http://www.sedar.com).

On behalf of the Board of Directors:  
/s/ "Arndt Roehlig"  
President and Director

**Pure Living Media Inc.**  
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