

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



PURE LIVING MEDIA INC.

FUNDAMENTAL CHANGE

August 10, 2012

CNSX Symbol: PLV

Vancouver, BC: Pure Living Media Inc. (the "Company") announces that further to its acquisition of the Purple Onion claims previously announced May 24, 2012, it has received approval from the Canadian National Stock Exchange ("CNSX") to undergo a fundamental change from a media issuer to a resource issuer. As part of this change, the Company anticipates changing its name to "Scavo Resource Corp." or such other than as name acceptable to the management and directors of the Company and the CNSX.

The new business objective of the Company is to identify, evaluate, acquire and explore mineral properties for the purposes of identifying a mineral resource deposit on the Purple Onion claims or any of the subsequent properties to be acquired by the Company for the development of a mine or for the sale of the deposit or the Issuer to a senior mining company.

The Purple Onion claims (the "Property") comprises 44 mineral claims within the Mackenzie Mountains, Northwest Territories, Canada containing 73,605.84 acres or 29,787.23 hectares. The Property is located 200km southwest of Norman Wells, NT and 275 km northeast of Mayo, YT, and covers an area up to 24km long by up to 13km wide in a northwest-southeast direction. A technical report on the Property dated July 6, 2012 entitled "Technical Report. Purple Onion Property Mackenzie Mountains" authored by Gary Vivian of Aurora Geosciences Ltd. has been filed and is available on SEDAR.

For more information please see the Company's Listing Statement filed on Disclosure Hall of www.CNSX.ca.

The Company's President and director, Mr. Arndt Roehlig, states, "This CNSX approval marks a major milestone in the re-organisation of our Company from a Media Issuer to that of a resource exploration Company. With resource commodity prices near record highs, the Company can take advantage of the exposure our Purple Onion claims offer in terms of the size and the potential our property"

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

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