

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



PURE LIVING MEDIA INC.

PURE LIVING MEDIA INC. APPOINTS NEW PRESIDENT AND CEO

June 10, 2011

CNSX Symbol: PLV

Mr. Bruno Gasbarro reports:

Vancouver, BC: Pure Living Media Inc. (the "Company") is pleased to announce the appointment of Arndt Roehlig to its Board of Directors and as its President and Chief Executive Officer effective June 10, 2011. Mr. Roehlig replaces Andy Moeck, who resigned as the CEO and a director of the Company on June 10, 2011. Concurrently, on the same date, J. Chris Morgando also resigned as the VP Corporate Development and a director of the Company. The Company wishes to thank both Mr. Moeck and Mr. Morgando for the contributions made during their tenures with the Company.

Mr. Roehlig brings over a decade of public company experience to the Company, in which he has served in various capacities with numerous companies trading on the TSX Venture Exchange that operate in the resource sector. As President, Mr. Roehlig will be in charge of restructuring the Company and identifying new opportunities with the aim to benefit its shareholders.

The Company's Board of Directors now consists of Arndt Roehlig, Bruno Gasbarro, Cameron Shippit and Cory Brandolini. Mr. Gasbarro will also remain as its Chief Financial Officer and Secretary.

About Pure Living Media Inc.:

Pure Living Media Inc., through its majority-owned subsidiary, TBwaP, Inc., is aimed at developing web content and tools for promoting fitness and healthy living for moms. The first major site, Tight Bod with a Pod (www.tightbodwithapod.com), is a free online magazine with weekday articles including daily customized workout regimen videos, healthy living advice, fitness tips and nutritious recipes for the modern mom. Content is published on the site as well as through an opt-in email newsletter delivered directly to the mom's inbox. TBwaP is located in Los Angeles, CA and currently publishes a North American edition with Canadian and Brazilian versions in the works.

On behalf of the Board of Directors:

/s/ "Bruno Gasbarro"

Chief Financial Officer, Secretary and Director

For further information please contact:

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