

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 CORPORATE SECRETARY

June 30, 2011

CNSX Symbol: PLV

Mr. Arndt Roehlig reports:

Vancouver, BC: Pure Living Media Inc. (the "Company") is pleased to announce the appointment of Sameen Sheikh as Corporate Secretary effective immediately. Ms. Sheikh replaces Bruno Gasbarro, who will remain as the CFO and as a director of the Company.

Ms. Sheikh brings six years of public company experience to the Company, in which she has served in various capacities with Trivello Energy Corp., a listed company on the TSX Venture Exchange that operates in the resource sector. As Corporate Secretary, Ms. Sheikh will be in charge of aiding in the restructuring and the streamlining in accounting and reporting responsibilities of the Company with the aim to benefit its shareholders.

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/ "Arndt Roehlig"
President and Director

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