

## PRESS RELEASE

### PURE ENERGY SIGNS UNITED STATES NATIONAL DISTRIBUTION AGREEMENT WITH CONROS CORPORATION, PARENT OF LEPAGE'S

**TORONTO, ONTARIO – December 24, 2007** – Pure Energy Visions Corporation (TSX Venture Exchange “PEV” Frankfurt FWB: “XYQ”) (“PEVC” or the “Corporation”), the leading Canadian provider of environmentally responsible battery and lawn & garden products, is pleased to announce today that its subsidiary, Pure Energy Visions Inc. (“Pure Energy”), has signed a national distribution agreement for the United States with Conros Corporation (“Conros”), for the retail sale of Pure Energy’s battery products.

Conros is a diversified Toronto-based conglomerate owned by the Chandaria family. It is well known by major retailers in the US through its leading consumer products divisions, including LePage’s and, prior to its divestiture fifteen months ago, Pine Mountain Firelogs. Conros has built a reputation for consistently bringing to market better products that consumers seek, starting with its Clean Burn™ firelog technology, then pioneering the gluestick in North America with its Ross Division (since divested to the Kohlberg, Kravis, and Roberts & Co.), and more recently with its LePage’s division.

LePage’s is a North American leader in the manufacturing and sales of adhesive tapes, mailing and packaging supplies that partnered with the US Postal Service in pioneering the launch of the most trusted brand in mailing and shipping into private enterprise retail with innovative products, including the Bandit™. Today, through its extensive distribution network, LePage’s provides branded and private label products to a number of large US retailers, including Office Depot, Wal-Mart, Kroger/Fred Meyer, HEB, Walgreen’s, Rite Aid, Publix, Wegman’s, and Food Lion, amongst several others. LePage’s was recently recognized as a Vendor of the Year by Office Depot. It has an extensive network of brokers throughout the US and also has the benefit of being a Minority Business Enterprise.

“In order to achieve strong market penetration in the US, and other markets for Pure Energy’s rechargeable alkaline technology, it will be important to enter into partnerships with well established sales, marketing, and distribution companies who have developed excellent relationships with major retailers,” said Paul. W. Simmonds, President CEO of the Corporation. “With their excellent reputation, Conros is very well positioned to achieve our goals through their extensive network of leading US retailers in the mass merchandise, office supply, grocery, and drug channels of distribution.”

“We look forward to working with Pure Energy and taking on the exciting opportunity of marketing their line of environmentally responsible rechargeable alkaline batteries,” said Sunir Chandaria, COO of Conros. “Based on our initial meetings with several retailers, we feel the timing is perfect for this cost-effective, green technology. Given our family’s track record of pioneering green products, including the introduction of Clean Burn™ technology to the firelog category two decades ago, we are confident in our ability to grow the market for rechargeable alkaline batteries in the US.”

#### About Pure Energy Visions Corporation:

Pure Energy Visions Corporation is an international consumer products company focusing on cost effective, environmentally responsible products. The Company is a leading supplier of rechargeable batteries and lawn and garden products sold under private label and under the Pure Energy™ and Perfectly Natural Solutions™ brands. Through a growing network of strategic partners and distributors, products are sold in over 12 countries by a number of leading retailers.

This news release may contain forward-looking statements. These statements are based on current expectations and assumptions that are subject to risks and uncertainties. Actual results could differ materially because of factors discussed in the management discussion and analysis section of our interim and most recent annual financial statements or other reports and filings with the TSX Venture Exchange and applicable Canadian securities regulators. We do not undertake any duty to update any forward-looking statements.

The TSX Venture Exchange has neither approved nor disapproved of the contents of this press release, and does not accept responsibility for the adequacy nor accuracy of this information.

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The websites of the Corporation are <http://www.pureenergybattery.com> & [www.perfectlynatural.com](http://www.perfectlynatural.com)

The website for Conros can be found at [http://www.conros.com/MAIN\\_HTM.HTM](http://www.conros.com/MAIN_HTM.HTM)