

PRESS RELEASE

PURE ENERGY VISIONS CORPORATION COMPLETES DEBT RESTRUCTURING WITH NETWORK CAPITAL PARTNERS, INC. AND THE ACQUISITION OF PERFECTLY NATURAL SOLUTIONS INC. LICENSE

FOR IMMEDIATE RELEASE

Toronto, Ontario – November 21, 2007 - Pure Energy Visions Corporation (“PEVC” or the “Corporation”) (TSX Venture Exchange: “PEV” Frankfurt FWB: “XYQ”) is pleased to announce today that the TSX Venture Exchange has approved agreements between the Corporation and Network Capital Partners, Inc. (“NCP”) for the restructuring of the Corporation, and the acquisition of the license between the Corporation and Perfectly Natural Solutions Inc. (PNS) for the PNS brand.

Reference is made to the Corporation’s press releases dated October 26, 2007 concerning the restructuring and license acquisition, which includes the following:

1. The provision by NCP of operating and receivables factoring revolving secured loan facilities aggregating \$1,000,000. In connection with the provision of this facility, PEVC will issue non-transferable warrants to NCP to acquire an aggregate of 2,000,000 common shares of PEVC at \$0.25 per share for two years from the date of issuance. The loan facilities have a three year term, interest at 12%, and are secured by a charge on all of the assets of PEVC and its subsidiaries, subject to certain other security interests.
2. The exchange of an aggregate of \$5,397,562.90 of secured debt, accounts payable, accrued liabilities and fully crystallized, secured indemnity obligations of PEVC and its subsidiaries which have been acquired by NCP for 29,986,460 common shares of PEVC issued at \$0.18 per share. The shares are held subject to an escrow agreement, with 2,986,646 of the shares released to NCP today and a further 4,497,969 shares to be released on each of May 19, 2008, November 19, 2008, May 19, 2009, November 19, 2009, May 19, 2010, November 19, 2010
3. The settlement by PEVC of \$1,045,825 of accounts payable and accrued liabilities relating to certain employees and consultants for \$104,583 payable on or before April 30, 2008.
4. Terms and conditions of secured loans totalling \$5,500,000 owed by PEVC to Nova Scotia Business Inc. have been amended, as part of an overall debt restructuring. Principal is deferred for three years from October 2007 and no interest will accrue during this period. Commencing October 2010, the loans become payable to Nova Scotia Business Inc., with interest at 6.5% (subject to market adjustment for increases in interest rates). Based on incremental PEVC employment growth in Nova Scotia, the Corporation has a performance-based incentive calculated on an annual basis that would be applied against the balance of its loans.
5. A ten year exclusive license to PEVC from PNS for the world-wide marketing and distribution rights of the Perfectly Natural Solutions brand of green consumer products. Under the license agreement, a license fee of \$2,750,000 is payable to PNS, to be satisfied through the issuance of 11,000,000 units of PEVC at \$0.25 per unit. Each unit consists of one common share of PEVC and one-tenth of one common share purchase warrant. Each whole warrant will entitle the holder to purchase one common share of PEVC for \$0.25 for two years from the date of issuance. In addition, a royalty on revenue from the licensed products is payable.

The restructuring was the result of financial advisory services being provided by NCP. NCP will be paid a fee in common shares of PEVC (from existing holdings of issued shares) of 2,687,747 common shares and granted an option expiring October 31, 2009 to acquire from an existing holder of issued common shares 500,000 common shares at \$0.50 per share, 1,000,000 common shares at \$0.75 per share and 2,000,000 common shares at \$1.00 per share.

The agreements, including the issuance of shares and warrants, have resulted in a change of control of PEVC, with NCP being considered to have acquired a controlling interest in PEVC. After the closing of the above transactions, NCP owns 32,674,207 common shares, 2,000,000 warrants to purchase common shares from treasury and 3,500,000 options to purchase already issued common shares of PEVC, representing 49.7% of the PEVC issued and outstanding common shares (assuming exercise of these warrants and options).

The above transactions have been approved by the holders of a majority of the common shares of PEVC, which shareholders are not Non-Arm's Length Parties (as defined in TSX Venture Exchange Policy 1.1) in relation to NCP and PNS, pursuant to a written consent resolution dated October 31, 2007.

Mr. Wayne Hartford has now stepped down as President and Chief Executive Officer of PEVC, and Mr. Paul W. Simmonds, the President of NCP, has been appointed as the President and Chief Executive Officer of the Corporation. NCP will also be entitled to designate two nominees to the Board of Directors of the Corporation.

“With the Corporation’s debt restructuring completed and the acquisition of the PNS license approved, we are now in a position to focus our efforts on implementing our strategy of expanding the Canadian and US business through new channels of distribution,” commented Mr. Paul W. Simmonds, the President and Chief Executive Officer of the Corporation. “Pure Energy’s proprietary rechargeable alkaline battery technology potentially makes the company a world leader in this high growth category.”

About Network Capital Partners, Inc.

Network Capital Partners, Inc. is a corporation formed by an investment group led by Mr. Paul W. Simmonds for purposes of giving effect to the Investment Proposal. Mr. Simmonds and the other members of the investment group, which includes Messrs. Bruce S. Simmonds, Robert C. Simmonds, Navin Chandaria and John D. Hill, have considerable experience in creating and building businesses and implementing their marketing, sales and expansion plans. These include companies in the battery business (Dynacharge), electronics (Glenayre Electronics), telecommunications (Clearnet), home and garden (Conros, Northland Firelogs, Nu-Gro and Perfectly Natural Solutions), golf (ClubLink) and call centre (Minacs) businesses.

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. Products are offered through a growing network of strategic partners and distributors in over 15 countries from a number of leading retailers including The Home Depot, Wal-Mart, Loblaws, Giant Tiger and SAMS Club.

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

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.