

PRESS RELEASE

PURE ENERGY VISIONS CORPORATION LICENSES DEVELOPMENT AND COMMERCIALIZATION OF FUEL CELL AND FLAT PLATE BATTERY TECHNOLOGIES

TORONTO, ONTARIO – November 28, 2007 – Pure Energy Visions Corporation (TSX Venture Exchange “PEV” Frankfurt FWB: “XYQ”) (“PEVC” or the “Corporation”) announced today that it has licensed to Hybrid Energy Technologies Inc. (HET) the development and commercialization of two of PEVC’s non-core technologies: Direct Methanol Fuel Cells (“DMFC”) and non-cylindrical XL formula rechargeable alkaline batteries (“flat-plate batteries”).

Transferring the commercialization of this technology will allow PEVC to focus on its core consumer products business while benefiting from the substantial investment it has made in the research and development of DMFC and flat-plate battery technologies. Under the license, PEVC will receive the payments described below and, assuming successful development and commercialization is achieved, the opportunity to manufacture flat-plate batteries and retail marketing rights for additional battery related products. The license provides HET with one year to develop the plans and alliances necessary for the development of these technologies. Wayne Hartford, former President and CEO of PEVC, is a principal of HET.

A plan and alliance has now been established by HET with Polygenic Power Systems Inc. (“PPS”), a 70%-owned subsidiary of Ethanoil and Gas Corporation (OTC:EGCP.PK), with HET owning 30%, to develop and commercialize the DMFC technology. Under the agreements, PEVC is paid a license fee of CAN\$800,000 directly by PPS (\$200,000 of which was paid upon signing, \$200,000 payable on January 2, 2008 and \$400,000 payable on March 15, 2008) and issued 8,400,000 common shares of Ethanoil and Gas Corporation, subject to U.S. regulatory escrow requirements. PEVC also receives preferential pricing for DMFC cells or systems and retail marketing rights. PPS has the right to acquire ownership of the DMFC technology after payment of the full license fee for a nominal amount, subject to obtaining any required approvals.

HET is working on plans and an alliance for the development of the flat-plate technology. If HET is successful in commercializing this technology, PEVC will receive a royalty on sales, the opportunity to manufacture flat-plate batteries, and preferential pricing and retail marketing rights.

“In order to maximize shareholder value PEVC is focusing its resources on product sales and growing our current revenue generating businesses,” commented Paul Simmonds, President and CEO of the Corporation. “Generating revenue through licensing non-core technologies while maintaining preferential purchasing and marketing rights furthers this goal.”

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 website of the Corporation is <http://www.pureenergybattery.com>