

PRESS RELEASE

PURE ENERGY SECURES NEW OEM BUSINESS FOR ITS RECHARGEABLE ALKALINE BATTERIES

TORONTO, ONTARIO – February 7, 2008 – 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, reported today that German solar products company quantys next energy systems GmbH (quantys) is now marketing products world-wide using AA Rechargeable Alkaline batteries from its subsidiary Pure Energy Visions Inc. (“Pure Energy”).

quantys is currently using Pure Energy’s batteries in solar charged radio controlled timing devices with integrated smoke detectors and solar charged radio controlled alarm clocks. By using long lasting Rechargeable Alkaline, replacing the batteries in these devices is not necessary. These products utilize amorphous solar modules made in Germany. Headquartered in Altenstadt, Germany and with an office in Davis, California, quantys is a leader in the design and marketing of high quality, environmentally responsible portable products with state-of-the art electronics, incorporating solar technology. For more information on quantys please visit www.quantys.de

Pure Energy also reports that it is now supplying its AA and AAA size Rechargeable Alkaline batteries for use in wireless computer keyboards and mice as well as solar garden lights. Development programs are also underway with several companies for wireless data logging devices, stand by power, security and sensor devices, GPS systems, remote controls, cordless phones, caller ID and IP phones, and several radio frequency and solar charged applications.

“With several performance and cost advantages over competing technologies and with the banning of NiCd batteries this year in Europe for most applications, we are generating significant interest in our environmentally responsible rechargeable technology,” said Paul W. Simmonds, President and CEO of PEVC. “In addition to our current AA and AAA products we are also considering making available larger format Rechargeable Alkaline batteries which are an ideal replacement in applications that currently use lead acid batteries.”

About Pure Energy’s Rechargeable Alkaline Batteries:

- Rechargeable up to 5000 times or more depending on frequency of recharging;
- With essentially no self discharge reaction they come fully charged with an industry leading 7 year shelf-life;
- Rechargeable Alkaline is a 1.5 volt battery system;
- The batteries contain no heavy metals such as cadmium, nickel, lead or mercury;
- The only battery to be awarded the prestigious Ecologo;
- Rechargeable Alkaline batteries are competitively priced with NiCd batteries;
- Rechargeable Alkaline batteries are made in Canada under ISO 9001 certification.

About Pure Energy Visions Corporation:

Pure Energy Visions Corporation is an international consumer and commercial 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 and Original Equipment Manufacturers.

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