

PRESS RELEASE

PURE ENERGY SIGNS NORTH AMERICAN DISTRIBUTION AGREEMENTS FOR PERFECTLY NATURAL SOLUTIONS LAWN AND GARDEN PRODUCTS WITH SURE-GRO INC.

TORONTO, ONTARIO – January 28, 2008 – Pure Energy Visions Corporation (TSX Venture Exchange: PEV; Frankfurt FWB: XYQ) (“Pure Energy” or the “Corporation”), the leading Canadian provider of environmentally responsible battery and lawn & garden products, announced today that it has signed agreements with Sure-Gro Inc. (“Sure-Gro”), a leading supplier in the Canadian Home and Garden Industry, for the distribution of the Corporation’s Perfectly Natural Solutions™ (“PNS”) brand of lawn and garden products in Canada and the US.

The agreements grant Sure-Gro exclusive distribution of Pure Energy’s line of lawn and garden products in Canada and the US under the PNS and private label brands. Under the agreements, Sure-Gro has acquired the assets used in connection with the US portion of the PNS lawn and garden business (primarily inventory of approximately \$325,000 and a fully-paid 10 year license for use of the trade marks in the US), assumed sales personnel, and received a 10 year license to use the PNS lawn and garden trade marks in Canada, subject to the payment of additional royalties based on sales. Sure-Gro on signing, paid \$500,000, with an additional payment to be made based on gross margin achieved on sales to June 30, 2008. Sure-Gro also has been granted the option to purchase the PNS brand for lawn and garden products after 10 years for \$2 million. Pursuant to the Corporation’s agreement with Perfectly Natural Solutions Inc. (“PNSI”), a portion of the license payments were made directly to PNSI. The Corporation also has entered into a battery products distribution agreement with Sure-Gro separately announced today.

The Corporation currently offers 24 organic or environmentally advantaged PNS products in five categories including herbicides, repellents, antitranspirants, lawn fertilizers, and garden fertilizers. PNS products are made with natural and organic ingredients the Corporation believes have proven to be the most effective natural products available in the market. In the multi-billion dollar lawn and garden industry, sales of organic products have been growing at an estimated 25%-30% per year and are expected to continue to accelerate.

“We are very pleased to be working with Pure Energy and their leading line of environmentally responsible lawn and garden products” said John Hill, President and CEO of Sure-Gro Inc. “Perfectly Natural Solutions is an excellent brand with great products that are natural fits with our growing line of consumer products. For 2008, Sure-Gro has secured promotions and listings for Perfectly Natural Solutions™ lawn and garden products in Canada with Rona, Wal-Mart, Canadian Tire, Lowes and Home Depot.”

Paul Simmonds, Pure Energy’s President and CEO said, “This long-term agreement with Canada’s leading provider of lawn and garden products is a major step in our plan to establish Perfectly Natural as a leading international brand of environmentally advantaged products spanning many product categories.

About Sure-Gro Inc.:

Sure-Gro is a leading supplier in the Canadian Home and Garden Industry with a broad range of product categories, including fertilizer, grass seed, controls, horticulture and ice melt products, under several brand names including CIL, Golfgreen, Wilson, Green Earth and Alaskan. The

Company recently announced the purchase of the Canadian Division of Spectrum Brands' Home and Garden division. Sure-Gro is a company formed by Roycap Merchant Banking Group and Clarke Inc. (TSX: CKI).

About Pure Energy's Rechargeable Alkaline Batteries:

Pure Energy's advanced formula AA and AAA size Rechargeable Alkaline batteries are the only rechargeable batteries that can be used in any application that uses throw-away alkaline batteries. They can be recharged hundreds of times leading to cost savings for consumers and less greenhouse gas emissions and waste entering landfill compared to throw-away alkaline batteries. Rechargeable Alkaline batteries do not contain heavy metals such as cadmium or mercury and offer several performance and cost advantages over other rechargeable batteries including an industry leading 7 year shelf life – 40 times longer than regular rechargeable NiMH batteries.

About Pure Energy Visions Corporation:

Pure Energy Visions Corporation is an international consumer and commercial products corporation 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 and to Original Equipment Manufacturers (OEM). Through a growing network of strategic partners and distributors, products are sold in over 12 countries by a number of leading retailers and OEM companies.

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