

# PURE ENERGY

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## ***NEWS RELEASE***

### ***Pure Energy Signs Distribution Agreement with C&S Wholesale Grocers, Inc. 2<sup>nd</sup> Largest Grocery Wholesaler in the U.S.***

**TORONTO, ONTARIO – February 8, 2007** – Pure Energy Visions Corporation (TSX Venture Exchange “PEV”) (the “Corporation”), the leading Canadian developer of energy storage technologies for the international battery and fuel cell markets, reported today that its subsidiary Pure Energy Visions Inc. (“Pure Energy”) has signed a distribution agreement with C&S Wholesale Grocers, Inc (“C&S”) of the U.S.

With over 60 warehouse facilities throughout the United States, C&S serves some of the largest U.S. supermarket chains including Pathmark, Safeway, Giant Food Stores, Shaw's, Stop and Shop, A&P Food Mart, Big Y Foods, BJ's Warehouse, Great American, SavMart/Foodmax, Demoulas as well as a number of independent store/supermarket owner/operators.

“This is a very important agreement for Pure Energy and our U.S. business,” stated Mr. Tom Chang, Pure Energy’s Director of U.S. Sales. “Having C&S onboard will ensure efficient warehousing and distribution for our battery products. Furthermore, while we have already met with several of the retailers that work with C&S, this agreement now opens the door to additional retailers throughout the U.S.”

“Our growing network of U.S. brokers and distributors is a reflection of our initial US sales and the interest we are generating in the U.S. market,” stated Mr. Stephen Meldrum, President of Pure Energy. “The U.S. market for rechargeable batteries continues to grow at unprecedented rates. While consumers have no doubt become comfortable with recharging they are also now looking for cost effective, environmentally responsible batteries. With a suggested retail price in line with premium single-use alkaline batteries, and less than half the cost of other rechargeables, we see a very bright future for our batteries in the U.S.”

About C&S Wholesale Grocers, Inc.:

Headquartered in Keene, New Hampshire, C&S has provided first-class warehousing & distribution services to its customers for 85 years. In 2006, Forbes Magazine ranked C&S the 7th largest privately held company in the nation, with estimated sales of \$20 billion in 2006. Since its founding as a single warehouse in Massachusetts, C&S has broadened to over 60 facilities in 14 states with a staff of over 20,000 associates.

About Pure Energy Visions Corporation:

Pure Energy Visions Corporation develops and commercializes energy storage technologies for the international battery and fuel cell markets. It owns 94% of Pure Energy Visions Inc, (“Pure Energy”) whose flagship product is its Rechargeable Alkaline battery technology, the number one selling rechargeable battery in Canada, sold under the “Pure Energy” and Pure Energy “XL™” labels. Pure Energy has recently initiated a strategy of international expansion for both retail and Original Equipment Manufacturers (OEM) sales targeting the U.S., Europe, China and India. In Canada, Pure Energy products can be purchased at several leading retailers including Wal-Mart, The Source, London Drugs, Loblaws’ Super Stores and Sam’s Club.

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

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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.

## **Investor Contact**

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