

NEWS RELEASE

Pure Energy Prepares to Enter the Indian Battery Market

TORONTO, ONTARIO – November 16, 2006 – Pure Energy Visions Corporation (TSX Venture Exchange “PEV”) (“Corporation”), the leading Canadian developer of energy storage technologies for the international battery market, reported today that an Indian subsidiary has been incorporated to assist its battery manufacturing subsidiary Pure Energy Visions Inc. (“Pure Energy”) as it prepares to enter the Indian market. Plans are underway to have Pure Energy’s battery products available soon for sale throughout India.

“We are excited to be moving forward in the Indian market,” stated Wayne Hartford, President and CEO of the Corporation. “Mr. Stephen Meldrum, Vice President and General Manager of Pure Energy, will be in India next week and will meet with intended partners, distributors and technical institutes on both our battery and fuel cell programs. We feel that India is one of the most promising markets in the world for our low cost Rechargeable Alkaline technology. A recent news article quoted a senior battery executive from a large U.S. firm, as saying that India would likely leapfrog from single use batteries and move directly to rechargeables. The article went on to say that the current rechargeable batteries available in India are limited in their application.”

Unlike most other rechargeable batteries that suffer from rapid self discharge, Pure Energy’s Rechargeable Alkaline batteries have a 7 year shelf life and can be conveniently used in any application in which single-use zinc carbon and alkaline batteries are used. One of Pure Energy’s rechargeable batteries can replace up to 300 zinc carbon batteries. In its first cycle, Rechargeable Alkaline batteries deliver competitive service life to leading single-use alkaline batteries and 3 times more than zinc carbon batteries. Pure Energy Rechargeable batteries can be charged up to 500 times depending on the frequency of recharging, resulting in substantial savings for consumers and reduced environmental impact.

Pure Energy Visions Corporation develops and commercializes energy storage technologies for the international battery and fuel cell markets. It owns 94% of Pure Energy Inc. (PEI), which owns 100% of Pure Energy Visions Inc., 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.

Further to its press release dated September 1, 2006, the Corporation would like to announce that it has decided not to proceed with the proposed private placement of up to \$1,000,000 in convertible 12% debentures. The Corporation’s subsidiary, Pure Energy Inc., will be issuing convertible debentures on the same basic terms and conditions as the proposed private placement. The debentures will have the same attributes and conditions as the private placement and will be convertible into shares of the Corporation that are registered in the name of Pure Energy Inc.

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>