

NEWS RELEASE

Pure Energy's 'Green' Battery to be Featured at The Green Living Show

TORONTO, ONTARIO – April 23, 2007 – Pure Energy Visions Corporation (TSX Venture Exchange “PEV”) (“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”) will showcase its environmentally responsible Rechargeable Alkaline battery products at The Green Living Show being held April 27-29 at the Direct Energy Centre, Exhibition Place, Toronto, Canada.

Over 200 earth-friendly organizations are coming to The Green Living Show to introduce their products, services and messages to more than 15,000 motivated retailers and consumers. As the first show in Toronto dedicated to all things ‘green’, The Green Living Show will attract a large and enthusiastic audience. Featured guests and speakers at the event include former U.S. Vice President Al Gore, environmental activist and movie star Daryl Hannah, Senior attorney for the U.S. Natural Resources Defense Council Robert F. Kennedy, Jr., and Canada’s own Margaret Atwood, and Dr. David Suzuki.

“We are very pleased to be the only battery company at this important event,” commented Stephen Meldrum, President of Pure Energy Visions Inc. “Two major environmental issues facing the battery industry today include the need to eliminate the use of toxic, heavy metals and the need to reduce the vast accumulation of waste generated by the disposal of single-use batteries. Our Rechargeable Alkaline battery technology addresses these concerns while offering consumers the most cost effective alternative energy solution for their everyday battery needs.”

One of Pure Energy Rechargeable Alkaline batteries can replace up to 100 single-use alkaline batteries and over 300 single-use zinc carbon batteries. This leads to less waste entering land fill sites. In North America alone, an estimated 3 billion single-use alkaline batteries are being thrown away every year. This translates into approx. 100,000 tons of solid battery waste entering landfill sites.

Unlike some other batteries, Rechargeable Alkaline batteries are also free of toxins. The European Union has passed legislation banning toxic materials used in batteries, including Cadmium that is used in rechargeable Nickel Cadmium batteries. This type of legislation is also being considered in other countries around the world.

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 Rechargeable Alkaline is considered the world’s most economic and environmentally responsible battery. Pure Energy has recently initiated a strategy of international expansion for retail and Original Equipment Manufacturers (OEM) sales targeting the U.S., Europe, China and India. In Canada, Pure

Energy products are sold under the “Pure Energy” and Pure Energy “XL™” labels and can be purchased at several leading retailers including Wal-Mart, The Source, Loblaws, Loblaws’ Super Stores, Bargain Shops, Giant Tiger 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 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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