

NEWS RELEASE

Pure Energy Signs Memorandum of Understanding with the Indian Institute of Technology Kanpur for Fuel Cell Development

TORONTO, ONTARIO – December 5, 2006 – Pure Energy Visions Corporation (TSX Venture Exchange “PEV”) (“Pure Energy” or the “Corporation”), the leading Canadian developer of energy storage technologies for the international alternative energy market, reported today that it has signed a Memorandum of Understanding (MOU) with the Indian Institute of Technology Kanpur (“IIT Kanpur”), located in Kanpur, India for the development of the Corporation’s Direct Methanol Fuel Cell (“DMFC”) technology.

The MOU will lead to an eventual agreement between IIT Kanpur, Pure Energy and one or more corporate partners and will include a multi-disciplinary development center located at IIT Kanpur. As part of the agreement Pure Energy will contribute its existing equipment and prototypes, technical consultation, intellectual property and know-how. IIT shall be responsible for conducting research and development to upgrade existing prototypes and in doing so shall contribute its faculty, researchers and funding in collaboration with the Indian government and the one or more corporate partners. IIT Kanpur will also provide necessary infrastructure, recruit researchers and ensure that the project timelines are met.

“When we successfully demonstrated our 5 watt flowing electrolyte direct methanol fuel cell / rechargeable battery hybrid power supply prototype with the Alberta Research Council we knew that in order to complete the development we needed to work closely with an experienced international institution as well as one or more end users,” stated Wayne Hartford, President, CEO of the Corporation. “What we are now establishing with IIT Kanpur will allow us to complete the development of our technology and do so in association with one or more specific applications. This will enable us to move into the commercialization phase quickly following the completion of this program. To be working with an Institution with the experience and prestige of IIT Kanpur is exciting for us.”

“Since its inception in the 1960’s, IIT Kanpur has always held a leading position for excellence in technical education and training,” stated Professor S. C. Srivastava, Dean, Research & Development of IIT Kanpur. “We continually strive to be leaders in the areas of basic and applied research, both at the national and international levels. In keeping with this position we are extremely pleased to be working with Pure Energy Visions Corporation and its unique fuel cell technology. We understand that their proprietary ‘flowing electrolyte’ DMFC technology has shown significant efficiency and voltage improvements over other DMFC systems. This collaboration adds to the IIT Kanpur’s efforts in working with an industrial partner to help bring a final product to market.”

For more information on IIT Kanpur please go to: <http://www.iitk.ac.in/>

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 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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