

## ***NEWS RELEASE***

### ***Pure Energy Visions Inc. Appoints New President***

**TORONTO, ONTARIO – January 9, 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 Stephen Meldrum has been named President of its subsidiary Pure Energy Visions Inc. (“Pure Energy”).

Mr. Meldrum has been with Pure Energy since 2004, where he has held senior management positions including Vice President, Business Development, and General Manager. He has been a Director of the Corporation since May 2006. Mr. Meldrum has been instrumental in developing Pure Energy’s recent OEM and export development initiatives. As President, he will be directly responsible for the day to day activities of Pure Energy with a continued focus on the expansion of Pure Energy’s Rechargeable Alkaline battery business in several key international markets.

Mr. Wayne Hartford, the Corporation’s Chief Executive Officer, stated “the dramatic changes taking place with our battery business, including our new international focus requires considerable time and attention and it is felt that Mr. Meldrum is the ideal person to handle that responsibility. Mr. Meldrum’s international background in energy storage sales, marketing and licensing will continue to play an important part in our future growth.”

“I look forward to working with our team to ensure that our recent advancements in the U.S., Europe, India and Asia will generate similar success to our business here in Canada,” said Stephen Meldrum. “We are extremely encouraged by the increased interest in our technology from retailers, OEMs and other battery companies in recent months. The battery market is changing dramatically as consumers look for more cost effective, eco-friendly products. We are confident that our Rechargeable Alkaline technology is in an ideal position to capitalize on these changes.”

Mr. Meldrum has over 15 years of sales, marketing and licensing experience, largely in the battery and energy storage industry. From 1995 to 2000 he held several senior executive positions with Ashurst Technology Corp., a company that developed advanced materials and energy storage devices. From 1989 to 1995, Mr. Meldrum was with Battery Technologies Inc., including three years in charge of the company’s international licensing operations. Prior to joining Pure Energy, he was President and Director of McHenry Metals Golf Company, a leading U.S. manufacturer of premium golf clubs.

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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