

PURE ENERGY VISIONS CORPORATION ENTERS INTO AGREEMENTS TO COMPLETE DEBT RESTRUCTURING AND EXPAND ITS BUSINESS

TORONTO, ONTARIO – October 26, 2007 – Pure Energy Visions Corporation (TSX Venture Exchange “PEV” Frankfurt FWB: “XYQ”) (“PEVC” or the “Corporation”), the leading Canadian consumer rechargeable battery company, is pleased to report that agreements have been entered into to complete the debt restructuring contemplated in the previously announced investment proposal dated May 22, 2007 (the “Investment Proposal”) with Network Capital Partners, Inc. (“NCP”). The agreements, including the issuance of shares and warrants of PEVC described below, are conditional upon PEVC receiving approval from the TSX Venture Exchange. The agreements will result in a change of control of PEVC, with NCP being considered to have acquired a controlling interest in PEVC. Upon closing, NCP will own 32,674,207 common shares, 2,000,000 warrants to purchase common shares from treasury and 3,500,000 options to purchase already issued common shares of PEVC, representing 49.7% of the PEVC issued and outstanding common shares (assuming exercise of these warrants and options). In addition, Perfectly Natural Solutions, Inc. (“PNS”), pursuant to the granting of a license agreement to PEVC, will receive 11,000,000 common shares and 1,100,000 warrants to purchase common shares of PEVC. Mr. Paul W Simmonds, the founder of NCP, is also the controlling shareholder of PNS. The combined holding of NCP and PNS (assuming exercise of all warrants and options) would represent 58.9% of the issued and outstanding common shares of PEVC.

Agreements to implement the Investment Proposal (subject to various conditions being satisfied, including PEVC obtaining all required regulatory approvals in form satisfactory to NCP) have been entered into by the relevant parties to provide for the following:

1. The provision by NCP of operating and receivables factoring revolving secured loan facilities aggregating \$1,000,000. These facilities replace the previously announced \$500,000 bridge loan facility under Phase I of the Investment Proposal. Accordingly, the bridge loan is not being converted into common shares. In connection with the provision of this facility, PEVC has agreed to issue non-transferable warrants to NCP to acquire an aggregate of 2,000,000 common shares of PEVC at \$0.25 per share for two years from the date of issuance. The loan facilities have a three year term, interest at 12%, and are secured by a charge on all of the assets of PEVC and its subsidiaries, subject to certain other security interests.
2. The exchange of an aggregate of \$5,397,562.90 of secured debt, accounts payable, accrued liabilities and fully crystallized, secured indemnity obligations of PEVC and its subsidiaries which have been acquired by NCP as contemplated in the Investment Proposal for 29,986,460 common shares of PEVC to be issued at \$0.18 per share.
3. The settlement by PEVC of \$1,045,825 of accounts payable and accrued liabilities relating to certain employees and consultants for \$104,583 payable on or before April 30, 2008, subject to completion of the shares for debt exchange described above.
4. Terms and conditions of secured loans totaling \$5,500,000 owed by PEVC to Nova Scotia Business Inc. have been amended, as part of an overall debt restructuring. Principal would be deferred for three years and no interest would accrue during this period. Commencing, October 2010, the loans become payable to Nova Scotia Business Inc., with interest at 6.5% (subject to market adjustment for increases in interest rates). Based on incremental PEVC employment growth in Nova Scotia, the Corporation has a performance-based incentive calculated on an annual basis that would be applied against the balance of its loans.
5. A ten year exclusive license to PEVC from PNS of the Perfectly Natural Solutions brand line of green consumer products. Under the license agreement, a license fee of \$2,750,000 is payable to PNS, to be satisfied through the issuance of 11,000,000 units of PEVC at \$0.25 per unit. Each unit consists of one common share of PEVC and one-tenth of one common share purchase warrant. Each whole warrant will entitle the holder to purchase one common share of PEVC for \$0.25 for two years from the date of issuance. In addition, a 2% royalty on revenue from the licensed products is payable. As part of this agreement, PEVC will be hiring two of PNS's senior sales managers. Customer service will be handled by the customer service department at Pure Energy Visions Inc. in Amherst, Nova Scotia. At the end of the term, PEVC has the option to extend the license to a license in perpetuity upon payment of \$2,000,000,

subject to any required approvals. PEVC anticipates that the addition of the Perfectly Natural line of products will result in greater market penetration for all its consumer products and increase employment at its Nova Scotia facility. Mr. Paul W. Simmonds, the founder of NCP, is the controlling shareholder of PNS.

PNS is a leading Canadian provider of natural and organic lawn and garden products, including fertilizers, herbicides and repellants. Through this license agreement PEVC has acquired PNS's current business and the exclusive rights to market products under the PNS brand, including a complete line of rechargeable alkaline batteries and chargers to be manufactured by PEVC. PNS is currently working with a network of over 20 North

American distributors and at the present time is selling its products to a number of leading Canadian big box retailers as well as Supervalu/Albertons, Fred Myer and Summerwinds in the United States. For more information on PNS please visit www.perfectlynatural.com

"The lawn and garden business in North America is a multi-billion dollar industry with organic and natural products quickly gaining market share," commented Stephen Meldrum, President of PEVC's operating subsidiary, Pure Energy Visions Inc. "Bringing these two environmentally responsible businesses together will benefit both product lines by enabling us to leverage relationships with brokers, distributors and retailers. Furthermore, with lawn and garden sales taking place during spring and summer months and with battery sales heavily weighted to fall and winter months, the seasonality of these businesses is expected to evenly spread out the revenue stream during the year."

Additionally, as previously announced, Mr. Wayne Hartford will step down as President and Chief Executive Officer of PEVC and Mr. Paul W Simmonds, the President of NCP, shall be appointed as the President and Chief Executive Officer of the Corporation by closing of these transactions. NCP will also be entitled to designate two nominees to the Board of Directors of the Corporation.

The Investment Proposal was the result of financial advisory services being provided by NCP. Upon completion of the Investment Proposal, NCP will be paid a fee in common shares of PEVC (from existing holdings of issued shares) of 2,687,747 common shares and granted an option expiring October 31, 2009 to acquire from an existing holder of issued common shares 500,000 common shares at \$0.50 per share, 1,000,000 common shares at \$0.75 per share and 2,000,000 common shares at \$1.00 per share.

The above transactions have been approved by the holders of a majority of the common shares of PEVC, which shareholders are not Non-Arm's Length Parties (as defined in TSX Venture Exchange Policy 1.1) in relation to NCP and PNS.

About Network Capital Partners, Inc.

Network Capital Partners, Inc. is a corporation formed by an investment group led by Mr. Paul W. Simmonds for purposes of giving effect to the Investment Proposal. Mr. Simmonds and the other members of the investment group, which includes Messrs. Bruce S. Simmonds, Robert C. Simmonds, Navin Chandaria and John D. Hill, have considerable experience in creating and building businesses and implementing their marketing, sales and expansion plans. These include companies in the battery business (Dynacharge), electronics (Glenayre Electronics), telecommunications (Clearnet), home and garden (Conros, Northland Firelogs, Nu-Gro and Perfectly Natural Solutions), golf (ClubLink) and call centre (Minacs) businesses.

About Pure Energy Visions Corporation:

Pure Energy Visions Corporation is an international consumer products company focusing on cost effective, environmentally responsible products. The Company is a leading supplier of rechargeable batteries and lawn and garden products sold under private label and under the Pure Energy and Perfectly Natural Solutions brands. Products are offered through a growing network of strategic partners and distributors in over 15 countries from a number of leading retailers including The Home Depot, Wal-Mart, Loblaws, Giant Tiger and SAMS 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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The websites of the Corporation are <http://www.pureenergybattery.com> & www.perfectlynatural.com