

NEWS RELEASE

PURE ENERGY ACQUIRES RIGHTS TO PERFECTLY NATURAL SOLUTIONS BRAND – LINE OF RAPIDLY EXPANDING LAWN & GARDEN PRODUCTS TO COMPLIMENT GROWING BATTERY 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, as briefly outlined in release dated October 26, 2007, that it has signed an exclusive license agreement with Perfectly Natural Solutions Inc (“PNS”), a well known brand of environmentally advantaged consumer products.

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 Pure Energy. 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.

PEVC will pay PNS a \$2.75 million license fee and a 2% royalty on all products sold under the PNS brand. Payment of the license fee will be made in two installments with \$1.75 million due upon signing and \$1 million due on October 1, 2008. The fee shall be paid through the issuance of units of Pure Energy Visions Corporation consisting of one common share and one-tenth of a common share purchase warrant at an issue price of \$0.25 per unit. This will result in PNS receiving 11,000,000 common shares and 1,100,000 warrants. Each whole common share purchase warrant shall entitle PNS to purchase one PEVC common share at a price of CAN\$0.25 per share, exercisable for a period of two years from the date of issue. The transaction and issuance of shares and warrants are conditional on PEVC receiving approval from the TSX Venture Exchange.

“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.”

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.

For more information on Perfectly Natural Solutions Inc. please visit www.perfectlynatural.com

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.

About Perfectly Natural Solutions, 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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