



NUMBER OF STORES SELLING PURE ENERGY PRODUCTS IN CANADA INCREASES BY 25 PER CENT

TORONTO, ONTARIO – September 21, 2006 – Pure Energy Visions Corporation (TSX Venture Exchange “PEV”) (“Corporation”), the leading Canadian developer of energy storage technologies for the international battery market, reported today that its manufacturing subsidiary Pure Energy Visions Inc. (“Pure Energy”) has recently begun selling its rechargeable products to several new Canadian retail chains, increasing the number of retailers selling Pure Energy products by approximately 25 per cent.

While Pure Energy continues to pursue a strategy of international business expansion for both retail and OEM battery pack sales, the company has recently begun selling its battery products to new domestic retailers including Sam’s Club, Giant Tiger, Bargain Shops, Tru-Serve and a number of colleges and universities across Canada. These new retailers representing more than 350 stores have increased the number of stores that sell Pure Energy products in Canada to more than 1800. The Company is also in discussions with several Canadian retailers about the sale of private label batteries.

“We are very pleased with these new accounts and the continued consumer trend toward the use of rechargeable batteries,” says Pure Energy President and CEO Wayne Hartford. “While a major focus of Pure Energy is now international business development, we are pleased to be continuing to grow our business here in Canada. We are looking forward to the busy Christmas season where we offer consumers a great value for their battery hungry Christmas gifts. We are also looking forward to the introduction of several new products over the next few months.”

Unlike other rechargeable batteries that suffer from rapid self discharge, Pure Energy’s Rechargeable Alkaline batteries have a seven-year shelf life and can be conveniently used in any application in which single-use alkaline batteries are used. In its first cycle, Rechargeable Alkaline batteries deliver competitive service life to leading single-use alkaline batteries. However with a retail price very close to that of single-use alkaline batteries, the Rechargeable batteries can be recharged 50 to 500 times depending on the frequency of recharging, resulting in substantial savings for consumers and reduced environmental impact.

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, 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 US, 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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