



NEWS RELEASE

PURE ENERGY VISIONS CORPORATION PROVIDES UPDATE ON ITS TELEPHONE DEVELOPMENT PROGRAM WITH TCL COMMUNICATIONS CO. LTD.

TORONTO, ONTARIO – September 6, 2006 – Pure Energy Visions Corporation (**PEV**) **TSX Venture Exchange** (“Pure Energy” or “Corporation”) reported today on progress with its product development program with TCL Communications Co., Ltd. In late 2005, Pure Energy signed a distribution agreement with TCL Hyperpower Batteries Inc. for the sale of Pure Energy’s new XL formula Rechargeable Alkaline batteries. Since that time Pure Energy has been working with TCL Communications to redesign its “Caller ID” phones to operate using XL AA size batteries.

TCL produces and markets several types of phone in China, referred to as “Caller ID” phones. Unlike typical North American phones, these phones operate directly off the phone line, with the call display feature operated by single-use alkaline batteries. For this application, an extremely low self discharge rate of the batteries is an important feature that only alkaline batteries can handle. However, at the present time the consumers have to replace the batteries every three months in order to keep the caller ID feature working properly. This is an inconvenience and in some cases, the consumers think the phone doesn’t work properly and complain to customer support services.

During the last five months, Pure Energy’s R&D group, in conjunction with the TCL engineering team, has been able to develop a unique solution for this Caller ID phone application. The Caller ID feature can be powered by either two or three AA XL Rechargeable Alkaline batteries that are integrated with the phone circuit. The XL batteries are recharged through the phone line while a call is made, during talking and while the phone is on standby to ensure that the batteries maintain a fully charged status for several years. It is expected that the batteries will be charged more than 5,000 times during the life of the product.

TCL is in the process of further testing and refining the Caller ID phone and will start test marketing in the very near future.

“This is an extremely innovative solution for a top selling TCL product,” stated Wayne Hartford, Pure Energy’s President and CEO. “We are very pleased with what we have been able to accomplish together and we look to continuing to work with TCL.”

About TCL

TCL is a multi-product consumer electronics company with annual sales exceeding US\$3.65 billion. TCL products, sold in China and around the world, include multimedia electronics, home electronics appliances, telecommunication equipment, information components, and electronics components.

About Pure Energy Visions Corporation

Pure Energy Visions Corporation develops and commercializes energy storage technologies for the battery and fuel cell markets. Its 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. In several export

markets Pure Energy products are also sold to (OEM) and private label customers. 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.

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