

## FOR IMMEDIATE RELEASE

### PURE ENERGY FILES MATERIAL DOCUMENTS

(TORONTO, ONTARIO – October 8, 2010) – Pure Energy Visions Corporation (TSX Venture Exchange “PEV” Frankfurt FWB: “XYQ”) (“Pure Energy” or the “Corporation”), the leading Canadian provider of environmentally responsible rechargeable battery products, announces that it has filed material documents relating to the transaction which closed on June 8, 2010 between the Corporation, its indirectly 94%-owned subsidiary, Pure Energy Visions Inc. (“PEVI”) and Pure Energy Solutions, Inc., formerly named WildCharge, Inc., (“WildCharge”) pursuant to which PEVI would transfer its battery business, including all related agreements, intellectual property and the Amherst manufacturing facility and certain assets held by the Corporation, in exchange for a 50% ownership in WildCharge (based on its fully diluted number of shares at September 30, 2009), \$6,000,000 of preferred shares of WildCharge, certain other payments to PEVI and the assumption by WildCharge of liabilities related to the transferred assets.

#### About Pure Energy Visions Corporation

Pure Energy is an international consumer and commercial products company focusing on cost effective, environmentally responsible products. The Corporation is a leading supplier of rechargeable battery products sold under private label and under the Pure Energy™ brand. Through a growing network of strategic partners and distributors, products are sold in over 12 countries by leading retailers and Original Equipment Manufacturers (OEM’s). The website of the Corporation is <http://www.pureenergybattery.com>.

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*This news release contains forward-looking statements. These statements are based on current expectations and assumptions that are subject to risks and uncertainties. Actual results could differ materially due to a number of factors, including those 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, the parties’ ability to complete the transactions as contemplated by the letter of intent and the anticipated benefits of the transaction. All forward-looking statements made in this news release are made as of the date hereof and we do not undertake any duty to update any forward-looking statements herein.*

*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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