

Pure Energy Appoints Doctor LeeAnn Munk to Technical Advisory Role

Mr. Robert Mintak reports

PURE APPOINTS DOCTOR LEEANN MUNK TO A SENIOR TECHNICAL ADVISORY ROLE

VANCOUVER, British Columbia, Jan 7, 2015. **Pure Energy Minerals Limited** (TSXV: PE) (FRANKFURT: AHG) (the "**Company**" or "**Pure Energy**") is pleased to announce that Doctor LeeAnn Munk has joined the Pure Energy team to provide senior technical advice.

Dr. LeeAnn Munk is a global leader in research on the understanding of the origin of lithium brine deposits. She has worked both on the massive lithium brine deposit in the Salar de Atacama, South America and the Clayton Valley lithium brine in Nevada, North America. She has a Ph.D. in Geological Sciences from The Ohio State University and 15 years experience in aqueous geochemistry research focused on environmental and mineral exploration applications. Currently, Dr. Munk is a Professor of Geological Sciences at University of Alaska, Anchorage.

Dr. Munk's recent research has been focused on developing ore genesis and exploration models for continental lithium brine deposits. She was co-author on a USGS publication that laid out a framework for the conditions required to form continental Li-brine deposits and is lead author on a Li-brine overview paper to be published soon in the Journal of Economic Geology. Dr. Munk has published several papers detailing the geochemical signatures of the Li-bearing fluids in and around the Clayton Valley area, Nevada, and based on her detailed knowledge of the geological and geochemical setting, has postulated new interpretations on the sources of lithium in the area, and how brines have evolved with time. Dr. Munk's principle role with Pure Energy will be to provide valuable advice with regard to the geological model of Pure Energy's claims in Clayton Valley and how best to advance the exploration programme to optimize the gathering of data and subsequent assessment of the potential resource.

About Pure Energy:

Pure Energy is an integrated lithium mining and processing developer with a focus on green 'cradle to cradle' lifecycle solutions for lithium supply in North America. Pure Energy is currently focused on the advancement of our prospective Clayton Valley Lithium Brine Project, located in Esmerelda County, Nevada.

On behalf of the Board of Directors
"Robert Mintak"
Chief Executive Officer

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CONTACT:
Pure Energy Minerals Limited
www.pureenergyminerals.com
info@pureenergyminerals.com
Phone – 604 608 6611 ext 5