Pure Energy Appoints Alex Rothwell & Paul Reinhart to its Strategic Advisory Board, Announces Grant of Options

VANCOUVER, BC--(Marketwired - Feb 4, 2016) **- PURE ENERGY MINERALS LTD.** (TSX VENTURE: PE) (FRANKFURT: AHG1) (OTCQB: HMGLF) ("Pure Energy" or the "Company") is very pleased to announce the appointment of two new members to the Company's Advisory Board.

ALEX ROTHWELL

Alex Rothwell has more than 20 years of experience in Canadian capital markets and investment banking. Prior to retiring from the industry and relocating to Victoria, BC in late 2015, Alex was President of Macquarie Capital Markets Canada, a leading Canadian investment bank with operations in Institutional Sales, Trading & Research, Equity Capital Markets, and Corporate Finance. In this role, he focused on working closely with corporate issuers to direct and manage their interactions with the institutional shareholder community, and further to advise them on their capital markets strategies, funding requirements and capital raises. Prior to managing these operations for Macquarie, he was a Senior Managing Partner and the Head of Institutional Sales at Orion Securities, a partner-owned boutique investment bank which was bought by Macquarie in 2007. He began his career in capital markets in 1995 with Bunting Warburg (the predecessor firm to UBS Canada) as a specialist advising US hedge funds in merger arbitrage strategies. In addition to his expertise in hedge funds, over the course of his career he has developed a deep knowledge of, and connections to, the global network of mutual funds and pension fund investors that are active in Canadian equity markets.

Mr. Rothwell has an MBA from the Ivey School of Business (1995) and holds a Bachelor of Chemical Engineering from McGill University (1991).

PAUL REINHART

Paul Reinhart is the President of Vanhart Capital Corporation (Vanhart), a company specializing in early stage businesses in the resource and life sciences industries. Paul have been actively investing in Canadian-based companies for over 30 years, providing early stage financing and shareholder management services. Initially focused on the resources sector, Vanhart expanded into the life sciences industry in the early 1990's. The companies in Vanhart's life sciences portfolio have ranged from players in hyperbaric medicine (OxyMed Systems Inc), medical devices (Angiotech Pharmaceuticals and IMRIS) to food-related technology (Enwave). In addition to providing access to capital, Paul has been a founding shareholder and director of many such ventures over the years, including resource companies such as Stikine Resources, Kokanee Explorations and Far West Mining (now Capstone Mining).

Pure Energy CEO Robert Mintak commented, "We are excited to add Mr. Rothwell and Mr. Reinhart to our team. Collectively they bring considerable strategic experience in the mining and small cap market space. We are looking forward to working with them to identify and take advantage of new opportunities to create value for our shareholders."

The Company also announces, subject to regulatory approval, it has granted a total of 400,000 stock options (the "Options") to consultants of the Company to purchase common shares of the Company in accordance with its stock option plan. All of the Options vest quarterly, with the first such vesting occurring upon issuance of the Options, are issued at an exercise price of $0.57 per common share and expire five years from the date of issuance.

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

About Pure Energy:
[Pure Energy](#) is a lithium-brine resource developer that is driven to become the lowest-cost lithium supplier for the burgeoning North American lithium battery industry. Pure Energy is currently focused on the development of our prospective Clayton Valley South ("CVS") Lithium Brine Project, which has the following key attributes:

A large land position with excellent existing infrastructure in a first-class mining jurisdiction: Approximately 9,324 acres in three main claim groups in the southern half of Clayton Valley, Esmeralda County, Nevada.

Adjacent to the only producing lithium operation in the United States (Albemarle's Silver Peak lithium brine mine).

An inferred mineral resource of 816,000 metric tonnes of Lithium Carbonate Equivalent (LCE), reported in accordance with NI 43-101.

Metallurgical and process studies underway to better understand the feasibility and economics of using modern environmentally-responsible processing technology to convert the CVS brines into high purity lithium products for new energy storage uses.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

We Seek Safe Harbour

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