

PURE ENERGY MINERALS APPOINTS PATRICK HIGHSMITH AS CEO AND ROBERT MINTAK AS EXECUTIVE CHAIRMAN

VANCOUVER, BC–(March 3, 2016) – Pure Energy Minerals Limited (TSX VENTURE: PE) (FRANKFURT: A111EG) (OTCQB: HMGLF) (the “Company” or “Pure Energy”) is pleased to announce the appointment of Mr. Patrick Highsmith as Chief Executive Officer. The Company’s Board has also elected Robert Mintak as Executive Chairman. These appointments, effective March 3, 2016, represent an exciting transition for the Company as project development activities at the Clayton Valley South lithium brine project accelerate. Both of these executives have strong records in management, business development, and value creation.

Newly named Chairman, Robert Mintak, commented about the management changes, “The Board is very pleased that Patrick has agreed to step into this leadership role. Since joining the Company in November 2015, Patrick has been a very active director and a quick study on the technical aspects of the project. His experience in advancing lithium projects towards commercialization makes this a natural evolution of our management team. We have worked well together and that will continue in my new role as Executive Chairman.”

Patrick Highsmith is a seasoned resource company professional with over 25 years experience in exploration, operations, business development, and executive roles for various companies, including: Rio Tinto, BHP Billiton, Newmont, and Lithium One. He has worked as chief executive and/or director of several publicly traded resource companies. Mr. Highsmith has evaluated and worked on more than 250 projects around the world. His project management experience includes leading diverse teams through major engineering and development milestones, including delineating several mineral resources, a successful PEA on the Sal de Vida lithium brine project, and the successful start-up of a gold processing plant.

Mr. Highsmith also brings with him a wealth of financial and business development skills, in particular his considerable experience in project valuations and negotiations involving various financings, joint ventures, supply agreements, and corporate transactions. Patrick has BSc and MSc degrees from the Colorado School of Mines in Geological Engineering and Economic Geology (Geochemistry). He has been a director of Pure Energy Minerals since November 2015.

Robert Mintak is one of the founders of Pure Energy, having served as the Company’s Chief Executive Officer for the past 3 years. Mr. Mintak pivoted the Company’s focus to lithium and clean energy and led the acquisition of the Clayton Valley South claims. During his tenure, he also raised several million dollars for the Company’s treasury, built a world-class team, launched the exploration and development program, and secured a conditional supply agreement. Most recently, under Robert’s leadership, Pure Energy Minerals was recognized as the top mining company in the 2016 TSX Venture 50.

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About Pure Energy Minerals Ltd.

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 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.

On behalf of the Board of Directors,

"Patrick Highsmith"
Chief Executive Officer

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CONTACT:

Pure Energy Minerals Limited (www.pureenergyminerals.com)

Email: info@pureenergyminerals.com

Telephone – 604 608 6611, ext 5