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Company

Pure Energy Minerals Ltd. Announces US Stock Ticker Change to PEMIF

VANCOUVER, BC–(August 16, 2016) – Pure Energy Minerals Limited (TSX VENTURE: PE) (FRANKFURT: A111EG) (OTCQB: PEMIF) (the “Company” or “Pure Energy”) today announced that the Financial Industry Regulatory Authority (FINRA) has approved a change of the trading symbol of the Company's common stock in the United States. Effective today, the new OTC symbol for Pure Energy will be "PEMIF" (OTCQB: PEMIF). Information such as stock trading and market data, related to Pure Energy Minerals, Ltd., will be reported under the new ticker symbol. The previous US trading symbol was "HMGLF" (OTCQB: HMGLF).

No action is required from existing shareholders in connection with the change, and no change has been made to the Company's share capital.

The Company's Canadian ticker symbol remains "PE" (TSXV:PE).

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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Forward Looking Statements: The information in this news release contains forward looking statements that are subject to a number of known and unknown risks, uncertainties and other factors that may cause actual results to differ materially from those anticipated in our forward looking statements. Factors that could cause such differences include: changes in world commodity markets, equity markets, costs and supply of materials relevant to the mining industry, change in government and changes to regulations affecting the mining industry. Forward-looking statements in this release may include statements regarding mineral processing, adaptation of test work to larger scale and/or future operational scales, estimates of reduced future capital and operating expenses, delivery of a preliminary economic assessment, future exploration programs, operation plans, geological interpretations, and mineral tenure issues. Although we believe the expectations reflected in our forward looking statements are reasonable, results may vary for reasons outside the control of the Company, and we cannot guarantee future results, levels of activity, performance or achievements.

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