

Pure Energy Minerals Ltd. appoints PRIME Communications Inc. as their official Corporate Communications Firm of Record

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VANCOUVER, May 13, 2013 /CNW/ - [Pure Energy Minerals Ltd.](#) (TSXV:PE) ("PURE" or "The Company"), is pleased to announce that it has officially engaged Prime Communications Inc. ("PRIME" or "The Consultants") to act as their official Corporate Communications Firm of Record. On behalf of PURE Energy, PRIME has been appointed to design, develop and manage a full service business development and public relations program based on an integrated marketing and communications plan. In doing so, PRIME will be responsible for all brand marketing, corporate communications and investor relations services for PURE Energy and will represent the PURE Energy brand, and its story, throughout the global capital markets.

In support of ongoing market outreach, awareness and education, PRIME will focus on developing an advanced multimedia communications platform. Both program, and the platform, will seek to connect, engage and inform the public marketplace via the efficient delivery of key brand messaging, corporate collateral, content, and ongoing news and company and industry media coverage. As The Company enters a new and viable stage in its corporate development lifecycle, PRIME will strive to increase new market awareness among; analysts, advisors and the greater Canadian small cap investment community with a goal of developing long term shareholder value.

Under the terms of the agreement, PURE will compensate PRIME at a rate of \$5,000 CAD per month + applicable taxes, for a term of five months. PURE has also granted PRIME 100,000 stock options at an exercise price of \$0.10 and an expiration date of 24 months. As per TSX policies and provisions, options will vest quarterly over a period of one year, and shall be subject to regulatory approval and the guidelines of the Company's Stock Option Plan. The contract is renewable at the discretion of the Company and its board of directors. This agreement is subject to TSX Venture Exchange approval.

About PURE

Pure Energy Minerals Ltd. (V:PE) is an innovative hybrid lithium exploration and technology management company based in Vancouver, British Columbia. PURE is fully engaged in the acquisition, exploration and development of innovative and advanced mineral processing technologies to test and develop in conjunction with prospective lithium mineral properties. Currently, Pure Energy is focused on advancing their flagship lithium mining project, the Alkali Flats Project in the prolific mining district of Esmeralda County Nevada. The project represents a 7,000 acre claim block in proximity to the only U.S. based lithium brine production plant, the Silver Peak plant operated by Rockwood Lithium, Inc. which has been in production since 1967.

About PRIME

Prime Communications is a full service business development agency proudly celebrating Canadian innovation, exploration and entrepreneurialism of publicly traded companies listed on Toronto Venture Stock Exchange. PRIME programs are custom tailored to deliver Superior Strategy, with Maximum Performance™ leveraging a strategic mix of Brand Marketing, Corporate Communications, Management Consulting and Investor Relations services. Fostering strategic relationships within key networks, PRIME programs are designed to; Connect, Engage and Inform™ the global capital markets on behalf of client companies and valued shareholders. Employing proven marketing strategies, effective communications methods and dynamic multimedia tools, PRIME equips, and empowers client companies in order to; Elevate Market Awareness, to an Infinitely Higher Threshold™.

Forward-Looking Statements

This news release includes certain forward-looking statements that are based upon current expectations, which involve risks and uncertainties associated with PURE Energy Minerals business and the environment in which the business operates. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking, including those identified by the expressions "anticipate", "believe",

"plan", "estimate", "expect", "intend", and similar expressions to the extent they relate to the Company and Consultants or its management. The forward-looking statements are not historical facts, but reflect the Company's and Consultants current expectations regarding future results or events. Actual results in each case could differ materially from those currently anticipated in such statements due to factors such as: (i) the inability of the parties to consummate the definitive letter agreement; (ii) fluctuation of mineral prices; (iii) a change in market conditions; (iv) the inability to produce the technical report for any reason whatsoever; and (v) the refusal of the Exchange to accept the proposed transaction for any reason whatsoever. Except as required by law, the Company and the Consultants does not intend to update any changes to such statements. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations, including the matters discussed under "Risks and Uncertainties" in the Filing Statement filed on October 9th, 2009 with the regulatory authorities. The Company and Consultants assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements.

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We Seek Safe Harbour

SOURCE: Pure Energy Minerals Limited

For further information:

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