

# Pure Appoints Robert Cross To Its Strategic Advisory Board

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VANCOUVER, BC, CANADA / ACCESSWIRE / October 9, 2014 / [Pure Energy Minerals Ltd.](#) (TSXV: PE) ("Pure Energy" or the "Company"), is very pleased to announce the appointment of Robert Cross to the Company's Strategic Advisory Board. Mr. Cross brings with him a wealth of experience in executive leadership in the mining and oil and gas sectors as well as significant capital markets expertise.

"We are honored and delighted to announce the appointment of Robert Cross to our Strategic Advisory Board," stated Robert Mintak, CEO of Pure Energy. "Bob brings knowledge and experience in resource development that will be invaluable to Pure Energy and I believe will prove to be paramount to our success."

## About Robert Cross:

Mr. Cross has more than 25 years of experience as a financier in the mining and oil & gas sectors. He is a co-founder and Non-Executive Chairman of [Bankers Petroleum Ltd.](#), Non-Executive Chairman of [B2Gold Corp.](#), co-founder and Chairman of [Petrodorado Energy Ltd.](#), and until October 2007, was the Non-Executive Chairman of [Northern Orion Resources Inc.](#) Between 1996 and 1998, Mr. Cross was Chairman and Chief Executive Officer of Yorkton Securities Inc. From 1987 to 1994, he was a Partner, Investment Banking with Gordon Capital Corporation in Toronto. He has an Engineering Degree from the University of Waterloo, and received his MBA from Harvard Business School in 1987.

## About PURE ENERGY:

Pure Energy Minerals Ltd. (TSXV: PE) is an innovative hybrid lithium exploration and processing technology company engaged in the exploration and development of innovative mineral processing technologies to test and develop in conjunction with the Company's prospective lithium brine project located in Clayton Valley, Nevada. Pure Energy has an option agreement with GeoXplor Corp., a privately owned entity, to acquire a 100% interest in the 5,000 acres CV/DB lithium brine claims. The CV/DB project is adjacent to the only producing lithium mine in the United States, Rockwood Lithium's Silver Peak lithium brine mine

On behalf of the Board of Directors

"Robert Mintak", Chief Executive Officer

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*We Seek Safe Harbour*

## CONTACT:

[Pure Energy Minerals Ltd.](#)  
Robert Mintak  
<http://www.pureenergyminerals.com/>  
(604) 608-6611

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