

VANCOUVER, BC--(Marketwired - Aug 10, 2015) - [Pure Energy Minerals Ltd.](#) (TSX VENTURE: PE) (FRANKFURT: A111EG) (OTCQB: HMGLF) (the "Company" or "Pure Energy") is pleased to announce an Investor Conference Call, scheduled for Tuesday August 18th 2015 at 12:00 PM Eastern Daylight Time. During this call, Pure Energy CEO Robert Mintak, COO Dr. Andy Robinson and VP Business Development Alexi Zawadzki will provide commentary on the Company's recently published NI 43-101 Inferred Resource Report and other matters in the context of the Company's business plan.

Management will accept questions by e-mail and telephone from investors or stakeholders, regarding the business of the Company. The conference call is open to any investor or stakeholder, including shareholders, broker-dealers and other securities professionals. The call will be recorded and made available for review at the Company's website shortly after the call. To submit one or more questions, please email your question to CEO@pureenergyminerals.com with the words "*Investor Question for Conference Call*" in the subject line before 8 am August 18th, 2015. Pure Energy management will endeavor to address as many questions as possible in the thirty minute time period allocated to the call.

To participate in the call, please use the following login credentials:
Dial-In Number: 949-229-4400
Participant Code: 13672

Participants are requested to call in at least 10-minutes before the call to ensure timely participation.

About Pure Energy:

Pure Energy is a lithium-brine resource developer with a focus on becoming the lowest cost, lithium supplier for the burgeoning lithium battery industry in North America. Pure Energy is currently focused on the development of our prospective Clayton Valley South Lithium Brine Project, which has the following key attributes:

- Three main claim areas, covering approximately 8000 acres in the southern half of Clayton Valley, Esmeralda County, Nevada, located next to the only producing lithium operation in the United States; Albemarle's Silver Peak lithium brine mine.
- Through drilling and exploration work to date, the Company has established an Inferred Resource (in accordance with NI 43-101) of 816,000 metric tonnes of Lithium Carbonate Equivalent (LCE).
- The Company is undertaking pre-feasibility level work to better understand the economics and feasibility of using modern processing techniques to convert the Clayton Valley South brines into the high purity lithium products required for new energy storage uses.
- Pure Energy is aligned with global technology partners focused on innovative solutions for lithium brine processing. Through process testing work on Clayton Valley brines with Tenova Bateman, the Company has received lab scale results achieving >99.9 % lithium recovery and produced a LiCl solution with a purity greater than 99.9%. Tenova's LiSX technology works on brine with Li concentrations as low as 14 PPM. The Company has recently shipped brine samples to Korean Multi National POSCO's research facility to begin process testing using POSCO's proprietary lithium extraction technology.

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

On behalf of the Board of Directors

"Robert Mintak"

Chief Executive Officer

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