

RENO, NV--(Marketwired - Jan 27, 2016) - Esmeralda Minerals LLC, a wholly-owned subsidiary of Pure Energy Minerals Limited (TSX VENTURE: PE) (FRANKFURT: AHG1) (OTCQB: HMGLF) (the "Company" or "Pure Energy") is pleased to announce that, based on the progress to date, the Department of Energy (DOE) has released the remaining funding for its collaboration with SRI International, a research and innovation center, to develop novel cost-effective methods for lithium extraction from geothermal brines. Nitto Innovations Inc. (NII), a US subsidiary of the Japanese diversified materials manufacturer Nitto Denko Corporation, has also joined the project.

Jointly funded by the DOE and the partners, SRI has teamed with Esmeralda Minerals LLC and NII to develop, validate and commercialize a new generation of highly selective ion exchange resins to separate metals, including lithium, from geothermal fluids more efficiently and at lower cost than current processes. The research is being conducted using lithium-enriched brines collected from the Company's lithium brine project in Clayton Valley, Nevada and release of these funds allows expanded testing using Esmeralda's resources.

Robert Mintak, Pure Energy CEO, commented, "We are delighted with the positive announcement from the DOE to release the remaining funding. The addition of Nitto Innovations Inc. will help unlock the potential commercialization opportunities that may exist for this technology."

About Esmeralda Minerals LLC

Esmeralda Minerals LLC is a wholly-owned subsidiary of [Pure Energy Minerals Ltd.](http://tinyurl.com/esmeraldaminerals), an integrated lithium mining and processing developer with a focus on green 'cradle to cradle' lifecycle solutions for lithium supply in North America. Pure Energy is currently focused on the advancement of our prospective 9,324-acre Clayton Valley South Lithium Brine Project, located in the same basin as, and contiguous to, the only producing lithium operation in the United States, Albemarle's Silver Peak lithium brine mine. More information about Esmeralda Minerals LLC can be found here <http://tinyurl.com/esmeraldaminerals>

About SRI International

SRI International creates world-changing solutions to make people safer, healthier, and more productive. SRI, a world-renown research center headquartered in Menlo Park, California, works primarily in advanced technology and systems, biosciences, computing, and education. Working with government and industry partners, SRI brings its innovations to the marketplace through technology licensing, spin-off ventures and new product solutions.

On behalf of the Board of Directors

"Robert Mintak"
Chief Executive Officer

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.

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