Pure Energy Minerals to Hold Annual Meeting January 26, 2023

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Vancouver, January 17, 2023 - Pure Energy Minerals Ltd. (TSXV: PE) (OTCQB: PEMIF) ("Pure Energy" or "the Company") will hold its Annual General Meeting in-person in Vancouver, BC, Canada, on January 26, 2023 at 10:00 a.m. Pacific time at Suite 2110, 650 West Georgia Street, Vancouver, BC V6B 4N8.

The Company has mailed voting materials to registered shareholders, and is providing access to the Information Circular and voting documents on the Company's website, www.pureenergyminerals.com. We encourage all shareholders to vote, and to access the materials online well in advance of the 48-hour voting deadline of 10:00 a.m. on January 24, 2023. Please refer to the Information Circular and materials. All voting will be conducted in advance by proxy form, and no voting will occur at the meeting.

A shareholder must obtain a unique Control Number to be able to vote their shares. Non-registered shareholders, who hold shares through a brokerage firm, should contact their brokers. If materials are not received, contact Odyssey Trust Company, Pure Energy's transfer agent, who can be reached during business hours at: Canada: 1 (587) 885-0960, or Toll-Free: 1 (888) 290-1175.

The year 2022 has been marked by substantial progress at the Company's Clayton Valley lithium brine project in central Nevada. With our partner, Schlumberger Technology Corporation ("SLB"), the modified Operating Plan for the on-site pilot plant was approved by the Bureau of Land Management, with concurrent approvals from the Nevada Division of Environmental Protection, and with additional approvals from various state agencies. Pure Energy received a finite-term water right in late 2018 with sufficient capacity for pilot plant testing. Permitting progress was somewhat slowed by covid restrictions and changes in agency personnel. However, we are pleased with the progress towards the CV pilot plant - it will be the first of its kind in Nevada and likewise the first to implement Direct Lithium Extraction technology ("DLE") there.

The advantages of DLE technology are clear, and well suited to Clayton Valley lithium brines. Of particular importance are its efficiency in recovering lithium from brine in a matter of days vs. more than a year in conventional ponds; significant recovery of precious, clean water resources for reintroduction into the valley's aquifer; plus, a much reduced footprint and environmental impact.

About Pure Energy

Pure Energy Minerals is a lithium resource developer that is driven to become a low-cost supplier for the growing lithium battery industry. Pure Energy has consolidated a pre-eminent land position at its Clayton Valley Project in the Clayton Valley of central Nevada for the exploration and development of lithium resources, comprising 950 claims over 23,360 acres (9,450 hectares), representing the largest mineral land holdings in the valley. Pure Energy's Clayton Valley Project adjoins and surrounds on three sides the Silver Peak lithium brine mine operated by Albemarle Corporation.

Pure Energy's strategic partner, Schlumberger Technologies Corporation ("SLB"), is the operator of the Clayton Valley Project. In May of 2019, Pure Energy and SLB signed an Earn-In agreement over the CV Project which requires significant investment by SLB at the Project, to include the design and construction of a pilot plant capable of processing lithium-bearing brines for high-quality lithium hydroxide monohydrate ("lithium hydroxide" or "LiOH∙H2O") and/or lithium carbonate products at a specified rate. SLB plans to utilize both in-house and commercially available technology in the design of the CV pilot plant. SLB's costs, technical parameters and ultimate technology are anticipated to differ from the published PEA. For further details regarding SLB's participation, please refer to Pure Energy's Annual General and Special Meeting Management Information Circular dated April 4, 2019, available on SEDAR.com.

On behalf of the Board of Directors,

"Mary L. Little"
Director, Pure Energy Minerals Ltd.

CONTACT:

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Cautionary Statements and Forward-Looking Information

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 future exploration and development on the Clayton Valley Project. Although we believe the expectations reflected in our forward-looking statements are reasonable, results may vary, and we cannot guarantee future results, levels of activity, performance or achievements.

The Company does not undertake to update any forward-looking information, except as required by applicable laws.

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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