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ASX Code: PVD

ASX Announcement

7 August 2012

HARTLEYS INITIATES RESEARCH COVERAGE ON PURA VIDA

Pura Vida Energy (ASX: PVD) (the "Company") is pleased to advise that Australian stockbroking firm Hartleys Limited has initiated research coverage on the Company.

To view a copy of the report, entitled "Early Identification of Multi Billion Barrel Opportunity" please visit our website at: www.puravidaenergy.com.au

About Pura Vida Energy: Pura Vida is an Australian-based African oil explorer building a portfolio of high quality assets. It has a 75% interest in the Mazagan permit offshore Morocco. Independent resources estimates of the prospective oil resources in the Mazagan permit are 2.4 billion barrels (net to Pura Vida).

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