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From: Debra Watkins
Re: Pure Diamonds News Release



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NEWS RELEASE

PURE DIAMONDS EXPLORATION INC.

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July 13, 2007

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Drilling Expands Kimberlite Discovery Baffin Island Project, Nunavut

Pure Diamonds Exploration Inc. ("Pure Diamonds" or the "Company") is pleased to provide this update of operations for the High Arctic Joint Venture with De Beers Canada Inc. ("De Beers"). The first phase of diamond drilling on the Baffin Island Project has recently been completed. The drilling program assisted in the evaluation of several geophysical targets defined by previous airborne electromagnetic surveys, and the continued evaluation of the kimberlite discovery at Aliguja and Amon. As has been previously reported these two discoveries define a prospective ENE-WSW kimberlite trend of over 2 kilometres, which is extended when including kimberlite float to over 5 kilometres along strike. In addition, microdiamond analysis from the boulders that are related to both discoveries confirmed the excellent diamond potential of the kimberlite. Only a portion of the program was completed due to poor weather conditions.

Of three holes drilled to extend or evaluate the Amon and Aliguja kimberlite trend, two intersected the kimberlite. Both of these successful drill holes were offset from the Aliguja discovery at the eastern end of the trend. This drilling has confirmed that the kimberlite is a sill-like feature dipping to the north-northwest at -9 degrees. The kimberlite textures are similar to those seen in the previous drilling. Although the kimberlite intersections were less than one metre, the confirmation of lateral and down dip continuity of the kimberlite is encouraging. Additional planned drill holes in the vicinity of both the Amon and Aliguja discoveries could not be completed due to the short spring drilling season. The results to date will be evaluated to plan for further drilling along to the trend to identify thicker portions of the sill or dyke where bulk sampling can be undertaken. The exploration efforts continue to be focused where excellent microdiamond recoveries were obtained from kimberlite boulders found down-ice of the structure.

The drilling of several well defined kimberlite boulder train targets, previously defined along the Baffin Island kimberlite boulder cluster which is over 50 kilometres in length, were not completed during the spring drilling program. Several new targets have been identified by using the information from the Amon and Aliguja discoveries. Microdiamond analysis from these boulder trains returned microdiamond recoveries similar to Amon and Aliguja, and underscore the potential for the discovery of in situ kimberlite.

The geophysical anomalies tested during the spring drilling program did not identify any new kimberlite discoveries. While further anomalies remain to be evaluated, the next phase of exploration on the Baffin Island Property will focus on the existing kimberlite discoveries and related targets along the boulder trains. De Beers is the operator of these exploration programs and Donald R. Boucher, Professional Geologist and De Beers' Technical Manager, Joint Venture Projects, is the Qualified Person pursuant to National Instrument 43-101 who has reviewed the contents of this news release.

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\$1,008,000 PRIVATE PLACEMENT

The Company is also pleased to announce that it has arranged a non-brokered private placement (the "Offering") of up to 3,600,000 flow-through units (the "FT Units") at a price of \$0.28 per FT unit. Each FT Unit consists of one flow-through common share and one half of one common share purchase warrant. Each whole warrant entitles the holder to purchase one non-flow-through common share at a price of \$0.40 per share for a period of 18 months from the date of issuance.

The Company will pay a Finder's Fee, to be determined, on a portion of the Offering.

The gross proceeds of the Offering will be used to finance general exploration expenditures on its High Artic Properties, which will constitute Canadian exploration expenses (as defined in the Income Tax Act) and will be renounced for the 2007 taxation year.

The Offering is subject to all necessary board and regulatory approvals.

For further information, please contact:

Gordon Keevil – President

(604) 687-2038 or visit our website at www.pure-diamonds.ca

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This release includes certain statements that may be deemed to be "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. All statements in this release, other than statements of historical facts, that address future production, reserve potential, exploration and development activities and events or developments that the Company expects, are forward-looking statements. Although management believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance, and actual results or developments may differ materially from those in the forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include market prices, exploration and development successes, continued availability of capital and financing, and general economic, market or business conditions. Please see our public filings at www.sedar.com for further information.

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