



PURE MULTI-FAMILY REIT LP ANNOUNCES JANUARY DISTRIBUTION

Vancouver, BC – January 21, 2012: Pure Multi-Family REIT LP (“Pure Multi”) (TSXV: RUF.U) announced today that the Board of Directors of Pure Multi-Family REIT (GP) Inc., the governing general partner of Pure Multi, has approved a cash distribution of US\$0.03 per unit for the month of January 2013 (equivalent to US\$0.36 per unit on an annualized basis). The distribution will be paid on February 15, 2013 to unitholders of record at the close of business on January 31, 2013.

The policy of Pure Multi is to pay cash distributions on or about the 15th day of each month to the unitholders of record on the last business day of the preceding month.

Pure Multi’s units are listed on the TSX Venture Exchange under the symbol RUF.U. Pure Multi currently has 17,089,000 units issued and outstanding.

About Pure Multi-Family REIT LP

Pure Multi is currently the only publically traded vehicle in Canada which offers investors exclusive exposure to U.S. multi-family real estate assets. Pure Multi’s units are USD denominated and allow Canadian investors the opportunity to buy into under-valued American hard-assets while the Canadian dollar trades near 40 year highs.

Additional information about Pure Multi is available at www.puremultifamily.com or www.sedar.com.

For more information please contact:

Andrew Greig,
Director of Investor Relations

Pure Multi-Family REIT LP
Suite 910, 925 West Georgia Street
Vancouver, BC V6C 3L2
Phone: (604) 681-5959 or (888) 681-5959
E-mail: agreig@puremultifamily.com

NEITHER THE TSX VENTURE EXCHANGE NOR ITS REGULATION SERVICES PROVIDER (as that term is defined in the policies of the TSX Venture Exchange) HAS REVIEWED OR ACCEPTS RESPONSIBILITY FOR THE ADEQUACY OR THE ACCURACY OF THIS RELEASE.