



PURE MULTI-FAMILY REIT LP BEGINS TRADING ON OTCQX®

Vancouver, BC – January 2, 2014: Pure Multi-Family REIT LP (“Pure Multi”) (TSXV: RUF.U, RUF.DB.U) announced today that its Class A Units have been approved for trading in the United States on the OTCQX International marketplace (“OTCQX”). Pure Multi will trade under the symbol “PMULF”.

Pure Multi will continue to trade on the –TSX Venture Exchange under its existing symbol “RUF.U”.

“We are pleased to have received approval for trading on the OTCQX. The U.S. listing provides increased exposure and accessibility for Pure Multi, which will assist in executing our growth strategy,” commented Steve Evans, Chief Executive Officer.

“We are pleased to welcome Pure Multi-Family REIT LP to OTCQX,” said R. Cromwell Coulson, President and CEO of OTC Markets Group Inc. “Pure Multi joins the more than 200 diverse Canadian companies trading on the OTCQX marketplace. With its move to OTCQX, Pure Multi ensures its U.S. investors will have convenient access to its news and disclosure and transparent trading, making it easier to analyze, value and trade its securities.”

Pure Multi began trading today on OTCQX International, a segment of the OTCQX marketplace reserved for high-quality non-U.S. companies that are listed on a qualified international exchange, undergo management reviews and provide their home country disclosure to U.S. investors. U.S. investors can find current financial disclosures and Real-Time Level 2 quotes for the company on www.otcmarkets.com.

Canaccord Genuity will serve as Pure Multi’s Principal American Liaison on OTCQX, responsible for providing professional guidance on OTCQX requirements.

About Pure Multi-Family REIT LP

Pure Multi is a Canadian based, publically traded vehicle which offers investors exclusive exposure to U.S. multi-family real estate assets. Pure Multi’s Units are USD denominated and allow investors the opportunity to buy into under-valued American hard assets.

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

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