



PURE INDUSTRIAL REAL ESTATE TRUST LAUNCHES NEW WEBSITE

Vancouver, BC – September 7, 2007: Pure Industrial Real Estate Trust (“PIRET”) (TSX-V AAR.UN) today announced the launch of its corporate website at www.piret.ca. The new website emphasizes the Fund's strategy and investment approach as well as highlighting the acquisition criteria of the Fund.

“We realize that the most important factor for PIRET’s success is through the leveraging of our relationships. The website will continue to assist new investors in learning about PIRET, and will help inform investors as PIRET advances its growth strategy of acquiring individual industrial real estate assets (and portfolios of assets) across Canada”.

PIRET would also like to introduce Andrew Greig, Director of Investor Relations, as the dedicated point of contact for its investors.

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The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

Additional information about PIRET is available at www.sedar.com or www.piret.ca.

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