

PURE LIVING MEDIA INC
509 – 207 West Hastings Street
Vancouver, British Columbia V6B1H7

**NOTICE OF ANNUAL GENERAL MEETING AND
SPECIAL MEETING OF THE SHAREHOLDERS OF
PURE LIVING MEDIA INC**

NOTICE IS HEREBY GIVEN THAT the annual general meeting and special meeting (the “**Meeting**”) of the holders of common shares (the “**Shareholders**”) of PURE LIVING MEDIA INC (formerly Tiny Massive Technologies Inc) (the “**Company**”) will be held at the offices of Bacchus Law Corporation (“**Bacchus**”), at Suite 1820, 925 West Georgia Street, Vancouver, British Columbia V6C 3L2, on December 28, 2011 at 9:00 a.m. (Vancouver time), for the following purposes:

1. To receive the audited consolidated financial statements of the Company for the fiscal year ended May 31, 2011;
2. To elect the directors of the Company until the Company’s next annual general meeting;
3. To appoint Davidson & Company LLP, Chartered Accountants, as the Company’s auditor for the fiscal year ended May 31, 2012 and to authorize the Board of Directors to fix the remuneration to be paid to the auditor;
4. To approve a special resolution approving an amendment to the Articles of the Corporation to consolidate the 58,644,787 fully paid, issued and outstanding Common Shares in the capital of the Corporation be consolidated to a minimum of 2,932,239 Common Shares in the capital of the Corporation; up to every twenty (20) Common Shares before the consolidation being consolidated into one (1) Common Share post-consolidation (except that if any fractional share would otherwise be created as a results of such consolidation, any such fractional share would be cancelled).
5. To approve a resolution allowing the Company to authorize and issue unlimited amount of common shares without par value.
6. To approve the adaption of an incentive stock option plan

Specific details of the matters proposed to be put before the Meeting are set forth in the accompanying Information Circular. Any registered Shareholder may attend the Meeting in person or may be represented by proxy. Registered Shareholders who are unable to attend the Meeting or any adjournment thereof in person are requested to date, sign and return the accompanying form of proxy for use at the Meeting or any adjournment thereof. To be effective, such proxy must be received by Bacchus at its office no later than December 21, 2011 at 5:00 p.m. (Vancouver time), or, if the Meeting is adjourned or postponed, at least 48 hours (excluding Saturdays, Sundays and holidays) prior to the start of such adjourned or postponed meeting. Non-registered Shareholders should complete and return the accompanying voting instruction form or other authorization provided to them in accordance with the instructions provided therein. Failure to do so may result in the shares held by such Shareholder not being voted at the Meeting. If you have any questions about the information contained in the Information Circular or require assistance in completing your form of proxy or letter of transmittal, please contact Bacchus at (604) 632-1700.

The record date for determining the Shareholders entitled to receive notice of and to vote at the Meeting is November 14, 2011. Only Shareholders whose names have been entered in the central securities register of the Company on the close of business on that date will be entitled to receive notice of and to vote at the Meeting.

The Information Circular and a form of proxy accompany this Notice.

If you have any questions about the information contained in the Information Circular or require assistance in completing your form of proxy or letter of transmittal, please contact Bacchus at (604) 604-632-1700.

Dated at the City of Vancouver, in the province of British Columbia, this 14th day of November, 2011.

BY ORDER OF THE BOARD OF DIRECTORS

“Arndt Roehlig”

Arndt Roehlig
Chief Executive Officer and Director