

MATERIAL CHANGE REPORT

Item 1: Name and Address of Reporting Issuer

Pure Living Media Inc. (the "Company")
509 – 207 West Hastings St
Vancouver, BC V6B 1H7

Item 2: Date of Material Change

February 6, 2012

Item 3: News Release

A news release was issued and disseminated on February 6, 2012 through Stockwatch and Market News Publishing Inc., posted on the CNSX website and filed on SEDAR (www.sedar.com).

Item 4: Summary of Material Changes

The Company announced that pursuant to the approval of the Company's shareholders at its annual general and special meeting held on December 28, 2011, and the approval of the Board of Directors on January 12, 2012, the Company proposes to consolidate its issued and outstanding share capital on a one (1) share for every twenty (20) shares basis (the "Consolidation"). As a result, the 58,644,787 issued and outstanding common shares of the Company will be reduced to approximately 2,932,239 common shares, with any fractional shares remaining after the Consolidation being cancelled by rounding down to the nearest whole share. The Company will retain the name "Pure Living Media Inc.", will continue to be classified as a media company and will retain its trading symbol "PLV". The Company's post-Consolidation common shares are expected to commence trading on the Canadian National Stock Exchange ("CNSX") on February 10, 2012, under the new CUSIP/ISIN number 7423X208/CA74623X2086. The Consolidation remains subject to the approval of the CNSX.

Item 5: Full Description of Material Change

Please see the news release attached as Schedule "A" hereto for a full description of the material change.

Item 6: Reliance on subsection 7.1(2) or (3) of National Instrument 51-102

Not applicable.

Item 7: Omitted Information

None.

Item 8: Executive Officer

For further information, please contact:
Arndt Roehlig, President
Telephone: (604) 569-1236

Item 9: Date of Report

February 6, 2012

The Canadian National Stock Exchange has neither approved nor disapproved the contents of this news release.



PURE LIVING MEDIA INC.

PURE LIVING MEDIA INC. ANNOUNCES SHARE CONSOLIDATION

February 6, 2011
Symbol: PLV

CNSX

Mr. Arndt Roehlig reports:

Vancouver, BC: Pure Living Media Inc. (the "Company") announces that pursuant to the approval of the Company's shareholders at its annual general and special meeting held on December 28, 2011, and the approval of the Board of Directors on January 12, 2012, the Company proposes to consolidate its issued and outstanding share capital on a one (1) share for every twenty (20) shares basis (the "Consolidation"). As a result, the 58,644,787 issued and outstanding common shares of the Company will be reduced to approximately 2,932,239 common shares, with any fractional shares remaining after the Consolidation being cancelled by rounding down to the nearest whole share.

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The Consolidation remains subject to the approval of the CNSX.

Arndt Roehlig, the Company's President stated, "As the Company is currently involved in negotiations to acquire one or more mineral properties, this consolidation is a necessary step in the re-focus of our business".

On behalf of the Board of Directors:

/s/ "Arndt Roehlig"
President and Director

For further information please contact:
Arndt Roehlig
Telephone: (604) 569-1236 or arndt@rccapital.ca