

FORM 51-102F3

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

March 21, 2012

Item 3: News Release

A news release was issued and disseminated on March 21, 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 completed a private placement previously announced on February 10, 2012, pursuant to which it sold 8,500,000 units to various investors at a price of \$0.05 per unit (the "Units") for aggregate proceeds of \$425,000. Each Unit is comprised of one common share and one warrant to purchase one common share at a price of \$0.10 per share for a period of 24 months from the date of issuance.

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

March 21, 2012

Schedule "A"

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 CLOSING OF PRIVATE PLACEMENT

March 21, 2012

CNSX Symbol: PLV

Mr. Arndt Roehlig reports:

Vancouver, BC: Pure Living Media Inc. (the "Company") is pleased to announce the closing of the previously announced private placement (the "Private Placement") on February 10, 2012. The Company sold 8,500,000 units to various investors at a price of \$0.05 per unit (the "Units") for aggregate proceeds of \$425,000. Each Unit is comprised of one common share and one warrant to purchase one common share at a price of \$0.10 per share for a period of 24 months from the date of issuance.

In connection with the Private Placement, the Company paid a cash commission of \$24,250 to one finder, representing 10% of the proceeds raised by that finder.

The Company intends to use approximately \$180,000 of the total proceeds raised of the Private Placement for repayment of the Company's debt, with the remaining amount of approximately \$220,750 delegated for general working capital purposes.

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