

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

August 10, 2012

Item 3: News Release

A news release was issued and disseminated on August 10, 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 further to its acquisition of the Purple Onion claims previously announced May 24, 2012, it has received approval from the Canadian National Stock Exchange ("CNSX") to undergo a fundamental change from a media issuer to a resource issuer. As part of this change, the Company anticipates changing its name to "Scavo Resource Corp." or such other than as name acceptable to the management and directors of the Company and the CNSX.

The new business objective of the Company is to identify, evaluate, acquire and explore mineral properties for the purposes of identifying a mineral resource deposit on the Purple Onion claims or any of the subsequent properties to be acquired by the Company for the development of a mine or for the sale of the deposit or the Issuer to a senior mining company.

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

August 10, 2012

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



**PURE LIVING
MEDIA INC.**

FUNDAMENTAL CHANGE

August 10, 2012

CNSX

Symbol: PLV

Vancouver, BC: Pure Living Media Inc. (the "Company") announces that further to its acquisition of the Purple Onion claims previously announced May 24, 2012, it has received approval from the Canadian National Stock Exchange ("CNSX") to undergo a fundamental change from a media issuer to a resource issuer. As part of this change, the Company anticipates changing its name to "Scavo Resource Corp." or such other than as name acceptable to the management and directors of the Company and the CNSX.

The new business objective of the Company is to identify, evaluate, acquire and explore mineral properties for the purposes of identifying a mineral resource deposit on the Purple Onion claims or any of the subsequent properties to be acquired by the Company for the development of a mine or for the sale of the deposit or the Issuer to a senior mining company.

The Purple Onion claims (the "Property") comprises 44 mineral claims within the Mackenzie Mountains, Northwest Territories, Canada containing 73,605.84 acres or 29,787.23 hectares. The Property is located 200km southwest of Norman Wells, NT and 275 km northeast of Mayo, YT, and covers an area up to 24km long by up to 13km wide in a northwest-southeast direction. A technical report on the Property dated July 6, 2012 entitled "Technical Report. Purple Onion Property Mackenzie Mountains" authored by Gary Vivian of Aurora Geosciences Ltd. has been filed and is available on SEDAR.

For more information please see the Company's Listing Statement filed on Disclosure Hall of www.CNSX.ca.

The Company's President and director, Mr. Arndt Roehlig, states, "This CNSX approval marks a major milestone in the re-organisation of our Company from a Media Issuer to that of a resource exploration Company. With resource commodity prices near record highs, the Company can take advantage of the exposure our Purple Onion claims offer in terms of the size and the potential our property"

On behalf of the Board of Directors:

/s/

"Arndt
Roehlig"
President
and Director

Pure Living Media Inc.

509-207 West Hastings Street, Vancouver,
British Columbia, V6B 1H7

For further information
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THE ISSUANCE OF THIS NEWS RELEASE IS NOT AN ADMISSION THAT ENTITIES
NAMED HEREIN OWN OR CONTROL ANY DESCRIBED SECURITIES.