

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



TINYMASSIVE TECHNOLOGIES INC.

TINYMASSIVE ANNOUNCES NAME CHANGE TO PURE LIVING MEDIA INC.

February 24, 2011

CNSX Symbol: TNY

Vancouver, BC: TinyMassive Technologies Inc. is pleased to announce that effective February 24, 2011, the company changed its name to Pure Living Media Inc. and reserved the stock symbol PLV with the Canadian National Stock Exchange (the "CNSX").

The company has submitted an application to the CNSX for approval of the name change and will continue to trade under the name TinyMassive Technologies Inc. and the symbol TNY until such time as the CNSX has declared the name change effective.

About Pure Living Media Inc.:

Pure Living Media Inc., through its majority-owned subsidiary, TBwaP, Inc., is aimed at developing web content and tools for promoting fitness and healthy living for moms. The first major site, Tight Bod with a Pod (www.tightbodwithapod.com), is a free online magazine with weekday articles including daily customized workout regimen videos, healthy living advice, fitness tips and nutritious recipes for the modern mom. Content is published on the site as well as through an opt-in email newsletter delivered directly to the mom's inbox. TBwaP is located in Los Angeles, CA and currently publishes a North American edition with Canadian and Brazilian versions in the works.

On behalf of the Board of Directors

/s/ "Bruno Gasbarro"

Chief Financial Officer, Secretary and Director

For further information please contact:

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