

**FORM 51-102F3**

**MATERIAL CHANGE REPORT**

**Item 1: Name and Address of Reporting Issuer**

Tinymassive Technologies Inc. (the "Company")  
909 Bowron Street  
Coquitlam, BC V3J 7W3

**Item 2: Date of Material Change**

February 24, 2011

**Item 3: News Release**

A news release was issued and disseminated on February 24, 2011 through Stock Watch and Market News Publishing, filed with the Canadian National Stock Exchange (the "CNSX") and filed on SEDAR ([www.sedar.com](http://www.sedar.com)).

**Item 4: Summary of Material Changes**

The Company 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 CNSX.

**Item 5: Full Description of Material Change**

See the news release attached hereto as Exhibit "A".

**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:

Bruno Gasbarro, Chief Financial Officer  
Telephone: 778.372.1334

**Item 9: Date of Report**

February 24, 2011.

## Exhibit “A”

*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](http://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:

Bruno Gasbarro

Telephone: 778.372.1334