

Form 51-102F3

**MATERIAL CHANGE REPORT**

**Item 1 Name and Address of Company**

Keek Inc. (formerly Primary Petroleum Corporation)  
("Keek" or the "Corporation")  
1 Eglinton Avenue East, Suite 300  
Toronto, ON M4P 3A1

**Item 2 Date of Material Change**

July 16, 2014

**Item 3 News Release**

The Corporation's news release was disseminated by Marketwire.

**Item 4 Summary of Material Change**

**Keek** announced the appointment of Matt Scheckner to its Board of Directors.

**Item 5 Full Description of Material Change**

Keek Inc. announced that Matt Scheckner has been appointed to its Board of Directors. Scheckner is President and CEO of Stillwell Partners, a boutique consultancy. Stillwell is best known as the producer of Advertising Week, the world's largest advertising, marketing and media industry summit. The Week is conducted in New York City and London - - home of Advertising Week Europe. Under Scheckner's leadership, which dates back to 2004, the B-to-B event has evolved into a vibrant, vital platform that advances the industry. The event is supported and attended by the world's premier players in creative, marketing, media and technology.

Scheckner serves on the Board of Governors of the Friars Club and stands alongside such luminaries as Milton Berle and Frank Sinatra as former "Friar of the Year" - - a distinction he was awarded by his fellow Friars in 2011. He is active with many causes, including the launch of War Child in the United States, Comic Relief UK, London's Roundhouse and Tuesday's Children.

From 2006-2008, Scheckner served as Consigliere at Yahoo! where he produced the first digital Upfront, "Broadband on Broadway" and managed the corporation's relationships with "Madison Avenue". He also conceived and produced Yahoo!'s corporate experiential marketing programs around the world and led the corporation's support of the Tribeca Film Festival.

For more than a decade (1995-2006), Scheckner owned and ran Empire Sports & Entertainment, a marketing and strategic consulting firm. One of Empire's largest clients was Radio City Productions. Under Scheckner's direction, Empire produced major events outside the Music Hall including the 1997 opening of Arthur Ashe Stadium, which featured Bill Cosby, Whitney Houston and Archbishop Desmond Tutu, and Pepsi's 1999 Centennial Celebration, which featured Ray Charles, Riverdance and the Rolling Stones. Prior to

incorporating Empire in 1995, Scheckner served as Counsel on Sports Marketing for the flagship office of Hill & Knowlton, a global public relations firm where he founded the firm's sports and entertainment practice. Earlier, from 1987 through 1994, Scheckner served as Executive Director of the New York City Sports Commission, a not-for-profit organization founded during the Koch administration.

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

Not applicable.

**Item 7      Omitted Information**

Not applicable.

**Item 8      Executive Officer**

Alexandra Cameron, President and Chief Executive Officer at (416) 639-5335.

**Item 9      Date of Report**

July 24, 2014