

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 22, 2014

Item 3 News Release

The Corporation's news release was disseminated by Marketwire.

Item 4 Summary of Material Change

Keek announced the awarding of its media and marketing account to Giant Spoon.

Item 5 Full Description of Material Change

Keek Inc. announced that it has awarded its media and marketing account to independent agency Giant Spoon. Giant Spoon will serve as the corporation's agency of record and will partner with Keek's marketing team to create immersive brand experiences and position the corporation in the marketplace. Keek has also recently hired Atrium PR for its B-to-B and Consumer PR and The Blueshirt Group for all Investor Relations work.

With offices in New York and Los Angeles, Giant Spoon has catapulted into one of the hottest independent shops since it was founded last year. Keek's account marks yet another win for Giant Spoon who now has multiple coveted brands on its roster such as: Lincoln, GE, NBC and Cole Haan, among others. Giant Spoon was selected after a review with undisclosed agencies.

Since April 2014, Keek has been making huge strides promoting the brand in the US, hiring several executives, opening offices in New York and creating partnerships with major media companies. This season, Keek joined forces with WQHT HOT 97, to serve as the "Official Video App" of HOT 97's Summer Jam, the largest annual hip hop festival in the world, that had performances by major musical artists such as Nas, 50 Cent, Nicki Minaj with Young MONEY & Lil Wayne, Drake, Wiz Khalifa, The Roots, Trey Songz and more. Keek also partnered recently with Superadio Network's Saturday Night Online Live With Romeo, the first uniquely interactive radio show programmed around digital platforms. A first of its kind, this interactive radio content integration connects Keek's millions of users to Saturday Night Online and the hottest music artists in the world including Jennifer Lopez, Ke\$ha, Paramore, Kelly Clarkson, Demi Lovato, Selena Gomez, Ariana Grande, Macklemore, Neon Trees, Five Seconds of Summer and many more.

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