

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**

September 9, 2014

**Item 3 News Release**

The Corporation's news release was disseminated by Marketwire.

**Item 4 Summary of Material Change**

**Keek** announced the hiring of Makovsky for investor relations.

**Item 5 Full Description of Material Change**

Keek Inc. announced that it has hired Makovsky for all Investor Relations work.

Makovsky will be responsible for activities involving Keek's communications strategy, disseminating corporate information, corporate presentations and communications with brokers, analysts and investors, and handling shareholder enquiries regarding Keek. Pursuant to the agreement, Makovsky will develop an investor relations strategy and program to reach key stakeholders and differentiate KEEK in the dynamic and rapidly-growing mobile video social media segment. Makovsky will receive a monthly fee of US \$8,500 for the first three months and then a retainer of US \$10,000 per month will be required thereafter to be applied against invoices based on the services provided. Makovsky is also entitled to be reimbursed for pre-approved expenses. The agreement (which is subject to approval by the TSX Venture Exchange) may be terminated by either party on 30 days' prior written notice to the other party. Makovsky does not have any interest directly in Keek or its securities, or any right to acquire such interest.

Founded in 1979, Makovsky is one of the nation's largest and most influential independent integrated communications firms. The firm attributes its success to its original vision: that "the Power of Specialized Thinking<sup>TM</sup> is the best way to build reputation, sales and fair valuation for a client". Based in New York City, the firm has agency partners with nearly 2,000 professionals in 100 cities through IPREX (IPREX.com), the second largest worldwide public relations agency partnership, of which Makovsky is a founder.

**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**

September 9, 2014