

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

October 9, 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 Michael Rotenberg as Board Director.

Item 5 Full Description of Material Change

Keek announced today that it has appointed Michael Rotenberg as Board Director. Rotenberg is a co-founder of the management and production company 3 Arts Entertainment and a multiple award-winning producer. As a manager, producer and partner, he plays an integral role in the development and production of both television and film properties, as well as shepherding the careers of 3 Art's many top performing, actors, writers and directors. Rotenberg will play an active role in advising and shaping Keek's entertainment strategy.

Rotenberg has produced feature films such as: EXTRACT (Miramax), OFFICE SPACE (Fox), HEAD OF STATE (Dreamworks), DOWN TO EARTH (Paramount), SON-IN-LAW (Disney) and REIGN OVER ME (Sony). In television, Rotenberg, a multiple Emmy-Award winner, is currently executive producing Mike Judge's Emmy nominated series, SILICON VALLEY (HBO), IT'S ALWAYS SUNNY IN PHILADELPHIA (FX) and the new TruTV Sketch series, FRIENDS OF THE PEOPLE. His credits include the Emmy Award-winning series KING OF THE HILL (FOX), the Emmy nominated series EVERYBODY HATES CHRIS (CW), the Emmy Award-winning THE CHRIS ROCK SHOW (HBO), the Emmy nominated series THE MIND OF THE MARRIED MAN (HBO), BEAVIS & BUTT-HEAD (MTV), HOWIE DO IT (NBC), THE GOODE FAMILY (ABC), WEEKENDS AT THE D.L. (Comedy Central), THE HUGHLEYS(ABC/UPN) and THE HOWIE MANDEL SHOW (PARAMOUNT). He also produced many Emmy and Ace Award-winning comedy specials such as Chris Rock's BRING THE PAIN, BIGGER AND BLACKER and NEVER SCARED, Howie Mandel's HOORAY FOR HOWIEWOOD, Dave Chapelle's KILLIN' THEM SOFTLY,D.L. Hughley's GOING HOME and George Lopez's HBO special IT'S NOT ME, IT'S YOU.

"Keek has a terrific position of shareable peeks in the social video universe. For the hashtag nation of millennials, mobile is the first screen. Short form 'snack able' content is where the growth trajectory is at," said Rotenberg. "I'm excited about the opportunity to help shape

Keek's future from a production aspect as well as bring a fresh choice and new artistic canvas to talent."

"I'm thrilled to have Michael join our board," said Keek CEO Alex Cameron. "He brings a wealth of entertainment expertise and has a stellar reputation in Hollywood for producing award-winning content. Michael will be a valued advisor in talent management and production matters and help accelerate Keek's development of original content and talent partnerships, especially through innovations like Keekisodes."

This is the second new director appointed since Alex Cameron was named CEO in April. In July, Matt Scheckner was also added to the board. 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.

Keek also announced today that it will be participating as the first social video network sponsor at the renowned Hamptons International Film Festival which kicks off today.

This appointment is subject to approval by the TSX Venture exchange.

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

October 9, 2014