

*This is the form of a material change report required under Section 85(1) of the Securities Act and Section 151 of the Securities Rules.*

**BC FORM 53-901F  
(Previously Form 27)  
SECURITIES ACT  
MATERIAL CHANGE REPORT UNDER SECTION 85(1) OF THE ACT**

*Item 1.*            **Reporting Issuer**

Permission Marketing Solutions Inc.

*Item 2.*            **Date of Material Change**

August 4, 2005

*Item 3.*            **Press Release**

Press Release dated August 4, 2005, and forwarded to Canada Stockwatch, Market News Publishing Ltd., the TSX Venture Exchange, the British Columbia Securities Commission, and the Alberta Securities Commission.

*Item 4.*            **Summary of Material Change**

Vancouver, B.C., August 4, 2005 – Permission Marketing Solutions Inc. (NEX: PRM.H) (the “Company”) is pleased to announce an additional financing to raise up to C\$1,000,000 by way of a private placement of 2,000,000 Subscription Receipts at a price of C\$0.50 per receipt.

As announced by news release dated April 20, 2005, the Company intends to acquire all of the share capital of China Canada Energy Corp. (“Chinacan”), a private company with rights to explore, develop and exploit certain coal bed methane projects in China.

The private placement funds will be loaned to Chinacan for its use in developing the Huangshi Project, particulars of which are detailed in the Company’s April 20, 2005 new release. Upon closing of the Company’s acquisition of Chinacan, each Subscription Receipt will convert to one Unit in the capital of the Company; each Unit to be comprised of one share and one warrant. Each warrant will entitle the holder thereof to purchase one additional share at a price of C\$0.75 per share at any time within 24 months following the date of issuance. In the event the acquisition does not close, the Subscription Receipts will convert to equity in the capital of Chinacan on the basis of C\$0.50 per share; and the Company will have no obligation of any kind with respect to these funds. Closing of the private placement is subject to receipt of TSX Venture Exchange approval. Any finder’s fees will be paid in accordance with TSX-V policies.

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

Vancouver, B.C., August 4, 2005 – Permission Marketing Solutions Inc. (NEX: PRM.H) (the “Company”) is pleased to announce an additional financing to raise up to C\$1,000,000 by way of a private placement of 2,000,000 Subscription Receipts at a price of C\$0.50 per receipt.

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*Item 6.*      **Reliance on Section 85(2) of the Act**

Not applicable.

*Item 7.*      **Omitted Information**

Not applicable.

*Item 8.*      **Senior Officers**

Mark Gelmon, President - (604) 684-6264.

*Item 9.*      **Statement of Senior Officer**

The foregoing accurately discloses the material change referred to herein.

DATED at Vancouver, BC, this 4<sup>th</sup> day of August, 2005.

“Mark Gelmon”  
Mark Gelmon, President