

**FORM 27**

**THE SECURITIES ACT**

**MATERIAL CHANGE REPORT UNDER SECTION (75)2**

**Item 1. Reporting Issuer**

CHANCELLOR ENTERPRISES INC., 93C Woodbridge Avenue, Suite 56537,  
Woodbridge, Ontario, L4L 8V3.

**Item 2. Date of Material Change**

August 15<sup>th</sup>, 2000

**Item 3. Press Release**

A Press Release as sent on August 15<sup>th</sup>, 2000 via BCE Emergis – Toronto, Ontario.

**Item 4. Full Description of Material Change**

For further information, attached hereto as **Schedule ‘A’** is a copy of the Press Release.

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

No information other than that provided in Item 4 above is presently available.

**Item 6. Reliance on Section 75 (3) of the Act**

Confidentiality is not requested.

**Item 7. Omitted Information**

No information has been omitted in respect to the material change.

**Item 8. Senior Officer**

Mr. Allen Koffman, President, [905] 850-2300.

**Item 9.        Statement of Senior Officer**

The foregoing accurately discloses the information contained referred to herein.

**DATED** at Toronto, this 16<sup>th</sup> day of August, 2000.

**CHANCELLOR ENTERPRISES HOLDINGS INC.**

[Sgd]: “*Allan Koffman*”

**Per:** \_\_\_\_\_  
**Allen Koffman, President.**

## SCHEDULE "A"

### CHANCELLOR ENTERPRISES HOLDINGS INC.

*93C Woodbridge Avenue*

*Suite 56537*

*Woodbridge, Ontario*

*L4L 8V3*

**FOR IMMEDIATE RELEASE**

Toronto, Canada

Press Release

August 15, 2000

### CHANCELLOR ENTERPRISES HOLDINGS INC. CONTRACTS WITH

#### TELE-FIND TECHNOLOGIES CORP.

**Toronto: Chancellor Enterprises Holdings Inc.** ("Chancellor" or the "Corporation") is pleased to announce that pursuant to a promotional services agreement (the "Tele-FIND Services Agreement") with Tele-FIND Technologies Corp. ("Tele-FIND"), Jeanne Cooper will provide promotional services on behalf of the Corporation to promote certain products of Tele-FIND. Jeanne Cooper, long time star of television, screen and stage, will act as an international spokesperson for the medical data retrieval service, the Tele-FIND Medical Support System ("MSS"). In addition to endorsing the MSS products, Ms. Cooper will be appearing in advertising and promotional media to get across the message of the importance of rapid access to personal medical records as a life saving aid in times of health crises. Tele-FIND is a wholly owned subsidiary of Name Brand Sales Inc., a public company quoted on the Canadian Dealing Network.

Jeanne Cooper provides promotional services under an agreement with the Corporation's subsidiary, Chancellor Enterprises Services Inc.(ACES). Jeanne Cooper is best known to millions as the fabulously wealthy Katherine Chancellor on "The Young and the Restless", now in its 26<sup>th</sup> year. Hollywood has honoured Ms. Cooper with her own star on the Walk of Fame. She continues to have the highest TV AQ" rating of any daytime female star. Her loyal viewing audience in the United States alone is well over 10 million people per day, and her international viewing audience in countries around the world bring her total viewership to an estimated 100 million on a daily basis. Jeanne also appears regularly on the Home Shopping Network out of St. Petersburg, Florida, selling Chancellor's line of jewelry.

Jeanne Cooper will be involved in the production and airing of infomercials, celebrity public appearances and marketing the Tele-FIND MSS to the shopping channels and other high profile target markets. In further keeping with the Tele-FIND Services Agreement, celebrity images will appear on sales and marketing materials, packaging and in advertising media.

Jeanne Cooper has been an activist for many years in human rights, care for the elderly, animal rights, environmentalism, and as a fund raiser for the Hospital for Sick Children and other worthy causes. "I see my role with Tele-FIND as one of educating people about looking out for their own well-being, especially in an emergency. Anyone with a chronic medical condition or taking medication must have a

clear and detailed record available to show the doctors so they can act decisively,” says Jeanne. “The Tele-FIND MSS service, combined with its communications features, is an exciting breakthrough that I want to be associated with.”

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The Tele-FIND MSS responds to a growing need to control, access and deliver private medical records, especially in emergency situations. The Tele-FIND unique voice retrieval system enables a subscriber to record, update, relay or transmit vital health and medical information as well as advance care directives.

In an emergency, medical professionals are trained to look for jewelry bearing the international medical symbol which is engraved on every Tele-FIND bracelet and neck pendant. Within minutes of a phone call, Tele-FIND puts the patient’s records into the caregiver’s hands, 24 hours a day, and then contacts the patient’s family.

Tens of Millions of North Americans suffer from chronic medical conditions or allergies and should be wearing Medical I.D. Tele-FIND MSS helps consolidate information regarding medical records, medical insurance, allergies, medications or any other information that could be helpful in an emergency.

Tele-FIND saves valuable time and can help prevent fatal drug interactions, allergic reactions or other potentially dangerous situations.

CES will pay a portion of the costs associated with the promotion and sales of MSS on a pre-approved project-by-project basis and will share in the profits of Tele-FIND resulting from Jeanne Cooper’s representation as the official spokesperson for the MSS. Tele-FIND will pay to CES a commission on all products sold. The Tele-FIND Services Agreement also provides for the issuance of up to 500,000 common shares of Name Brand Sales Inc. to the Corporation as consideration for the services provided.

The Corporation is engaged in the business of selling various product lines and services by developing personalized lines of clothing, jewelry and cosmetics to be endorsed by international celebrities throughout the world.

For more information, please contact Allen Koffman, President at (905) 850-2300.

The information herein has not been approved or disapproved by regulatory authorities.