

**FORM 51-102F3
MATERIAL CHANGE REPORT**

ITEM 1 Name and Address of Company

True North Corporation (the "Company")
5610 Timberlea Boulevard
Mississauga, ON L4W 4M6

ITEM 2 Date of Material Change

The material change occurred on November 13, 2007.

ITEM 3 News Release

A news release was disseminated on November 13, 2007 through Marketwire LP, attached hereto as Schedule "A".

ITEM 4 Summary of Material Change

The Company announced that David Garland was appointed to the role of Chief Financial Officer of the Company effective as soon as possible and in any event by no later than December 11, 2007.

In addition, the Company provided the market with a brief update on its progress in respect of its announced merger with Mediamix Marketing Group Inc. ("Mediamix") that it press released on September 26, 2007 and filed a Material Change Report on October 4, 2007.

The Company and Mediamix did not conclude definitive documentation by October 18, 2007 as anticipated, but are still in the process of completing their respective due diligence and thereafter intend to work expeditiously to complete definitive documentation to conclude the transaction as soon as is reasonably practicable.

ITEM 5 Full Description of Material Change

See the news release dated November 13, 2007, attached hereto as Schedule "A".

ITEM 6 Reliance on Section 7.1(2) or (3) of National Instrument 51-102

Not applicable.

ITEM 7 Omitted Information

Not applicable.

ITEM 8 Executive Officer

Alan McMillan
Chief Executive Officer
Telephone: 905.795.5152

ITEM 9 Date of Report

November 20, 2007

SCHEDULE "A"
NEWS RELEASE

True North Corporation - Appoints a New Chief Financial Officer

MISSISSAUGA, ONTARIO - (November 13 2007) - The board of directors of True North Corporation (the "Company" or "True North") is pleased to announce that David Garland will be assuming the role of Chief Financial Officer of the Company effective as soon as possible and in any event by no later than December 11 2007.

Mr. Garland comes to True North with a wealth of senior public company financial experience in the technology and software licensing sectors. He most recently served as Chief Financial Officer to TSX-listed Tri-Vision International, an IP licensor of V-chip globally and distributor/manufacturer to the cable industry. Mr. Garland's previous positions included Vice President Finance and Controller, Certicom Corp., Vice President and Controller, Delano Technology Corporation, Director of Finance, Software, PRI Automation (Canada) Inc. and Group Controller, PC DOCS International Inc. Mr. Garland holds a Master of Accounting degree and CA, CMA and CPA designations.

Mr. Garland commented, "I am very pleased to be joining the Company at this time. The opportunity for growth is significant, and I am proud to be part of the leadership team that will help drive market share and profitability."

The Company also wishes to provide the market with a brief update on its progress in respect of its announced merger with Mediamix Marketing Group Inc. ("Mediamix") that it press released on September 26, 2007. The Company and Mediamix are still in the process of completing their respective due diligence and thereafter intend to work expeditiously to complete definitive documentation to conclude the transaction as soon as is reasonably practicable.

True North is a technology enabled marketing solutions company serving Fortune 2000 companies throughout North America. The Company combines traditional below the line marketing solutions with its proprietary data capture, analysis and marketing engine to deliver multi-channel promotional and marketing programs and sales optimization solutions.

FOR FURTHER INFORMATION PLEASE CONTACT:

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The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.