

**Form 51-102F3
Material Change Report**

1. Name and Address of Company

Rare Method Interactive Corp.
500, 1812 – 4th Street SW
Calgary, AB T2S 1W1

2. Date of Material Change

February 9, 2010

3. News Release

February 9, 2010 via Canada Newswire.

4. Summary of Material Change

Rare Method Interactive Corp. ("Rare Method") is pleased to announce that Mr. Marty Park has been appointed as Interim CEO of the Company.

5. Full Description of Material Change

Rare Method Interactive Corp. ("Rare Method") is pleased to announce that Mr. Marty Park has been appointed as Interim CEO of the Company. Marty has over 20 years experience, in strategic management of small business and interactive marketing and audio production operations, which continue to be at the centre of Rare Method's core business offering. In 2004, Marty was named one of Calgary's top 40 Business Professionals under 40 and later named the CYBF Canadian Mentor of the year for 2005. Mr. Nick Noronha, the Company's CFO is resigning from the Company effective February 24, 2010. The Board of Directors thanks Nick for his efforts with the Company and wishes him luck in his new endeavor. The Company is commencing a search to replace Mr. Noronha.

6. Reliance of subsection 7.1(2) of National Instrument 51-102

N/A

7. Omitted Information

N/A

8. Executive Officer

Tom Short, President
Telephone: (403) 543-4500

9. Date of Report

February 9, 2010