MATERIAL CHANGE REPORT

1. **Reporting Issuer:**

   Multiplied Media Corporation (the "**Company**")
   304, 5819 – 2^{nd} Street S.W.
   Calgary, Alberta T2H 0H3

2. **Date of Material Change:**

   August 6, 2009

3. **News Release**

   A news release disclosing in detail the material summarized in this material change report was issued by the Company on August 6, 2009 and disseminated through the facilities of recognized newswire service and would have been received by the securities commissions where the Company is a reporting issuer in the normal course of its dissemination.

4. **Summary of Material Change:**

   On August 6, 2009, the Company announced that it had closed its previously announced private placement financing (the "**Offering**") with a syndicate of agents led by Research Capital Corporation and including Blackmont Capital Inc. and Acumen Capital Finance Partners Inc. (collectively, the "**Agents**"). Pursuant to the Offering, the Company issued 48,643,717 common shares at $0.06 per share for total gross proceeds of $2,918,623.02.

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

   5.1 Full Description of Material Change

   On August 6, 2009, the Company announced that it had closed its previously announced Offering with the Agents. Pursuant to the Offering, the Company issued 48,643,717 common shares at $0.06 per share for total gross proceeds of $2,918,623.02.

   The cash fee payable to the Agents is $183,851.29 representing 7.0% of the aggregate purchase price for the common shares solicited by the Agents directly plus compensation options ("**Compensation Options**") entitling the Agents to subscribe for 4,864,371 Common Shares equal to 10.0% of the aggregate number of Common Shares issued pursuant to the Offering. Each Compensation Option is exercisable to acquire one Common Share at a price of $0.06 per Common Share, with an expiry date of August 6, 2011.

   The Company intends to use proceeds of the Offering for development and integration of UnoMobi's products (the proposed acquisition of which was disclosed by the Company on June 1, 2009), development and deployment of the Company's existing product on additional smartphone platforms, releasing the Company's products into new geographic areas, and for general working capital purposes.

   The securities issued under the Offering are subject to a four-month hold period from the date of distribution.

   5.2 Restructuring Transaction

   Not applicable.

6. **Reliance on Confidentiality Provisions:**

   Not Applicable

7. **Omitted Information:**

Not Applicable

8. **Executive Officer:**

Andrew Osis, Chief Executive Officer
Multiplied Media Corporation
(403) 444-4102

9. **Date of Report:**

August 17, 2009

Forward Looking Statements

This material change report contains forward-looking statements relating to the use of proceeds of the Offering. Such forward-looking statements are subject to important risks, uncertainties and assumptions. The results or events predicated in these forward-looking statements may differ materially from actual results or events. As a result, you are cautioned not to place undue reliance on these forward-looking statements.

These forward-looking statements are based on certain key assumptions regarding, among other things: the risk that the intended use of the net proceeds of the Offering by the Company might change if the board of directors of the Company determines that it would be in the best interests of the Company to deploy the proceeds for some other purpose; competition in our target markets; potential capital needs; management of future growth and expansion; the development, implementation and execution of the Company's strategic vision; risk of third-party claims of infringement; protection of proprietary information; customer acceptance of the Company's existing and newly introduced products and fee structures; the success of the Company's brand development efforts; risks associated with strategic alliances; reliance on distribution channels; product concentration; need to develop new and enhanced products; potential product defects; the Company's ability to hire and retain qualified employees and key management personnel; and risks associated with changes in domestic and international market conditions and the entry into and development of new for the Company's products.

The forward-looking statements contained in this material change report are made as of the date of this material change report. Except as required by law, the Company disclaims any intention and assumes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Additionally, the Company undertakes no obligation to comment on expectations of, or statements made by, third parties in respect of the proposed Offering.