MATERIAL CHANGE REPORT

1. Name and Address of Company:

   Multiplied Media Corporation (the "Company")
   304, 5819 - 2nd Street SW, Calgary, AB T2H 0H3

2. Date of Material Change:

   March 26, 2010

3. News Release:

   A news release disclosing in detail the material summarized in this material change report was issued by the Company on March 26, 2010 and disseminated through CNW 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:

   The Company announced the closing of a $5,000,000 private placement (the "Offering").

5. Full Description of Material Change:

   5.1 Full Description of Material Change

   The Company announced the closing of the previously announced private placement financing agreement with a syndicate of underwriters led by Dundee Securities Corporation and including Stonecap Securities Inc., Clarus Securities Inc., Desjardins Securities Inc. and Mackie Research Capital Corporation (the "Underwriters"). Pursuant to the agreement, the Underwriters purchased, on a bought deal private placement basis, 20,000,000 common shares of the Company priced at $0.25 per common share, for total gross proceeds of $5,000,000 (the "Offering").

   The cash fee paid to the underwriters was seven percent (7%) of the gross proceeds of the Offering, excluding proceeds derived from the president's list. The Underwriters also received broker warrants entitling the agents to subscribe for up to 1,384,109 common shares at an exercise price equal to $0.25 per common share, for a period of 24 months from the date of closing of the Offering.

   The Company intends to use proceeds of the Offering for promotion and marketing of the Company's products to increase awareness and grow the user base; development and deployment of the Company's existing products on additional smartphone platforms; releasing the Company's products into new geographic areas; development and integration of newly acquired UnoMobi's products; and, for general working capital purposes.

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

   5.2 Disclosure for Restructuring Transactions:

   Not applicable

6. Reliance on subsection 7.1(2) of NI 51-102:

   Not applicable

7. Omitted Information:

None

8. Executive Officer:

Andrew Osis, President and Chief Executive Officer, (403) 313-3719

9. Date of Report:

April 1, 2010