FORM 51-102F3

MATERIAL CHANGE REPORT

Item 1 Name and Address of Reporting Issuer

Wind River Energy Corp. (the "Company")
1040 – 609 Granville Street
Vancouver BC V7Y 1G5

Item 2: Date of Material Change

November 1, 2011

Item 3: News Release

A news release was issued and disseminated on November 2, 2011 through Market News and Stockwatch and filed on SEDAR (www.sedar.com).

Item 4: Summary of Material Changes

The Company announced that it has engaged Bay Street Connect, of Markham, Ontario ("Bay Street") to provide investor relations services to the Company for one year following the commencement date of the Agreement. Bay Street will provide the Company with expertise and assistance, on a non-exclusive basis, in the following areas: Investor communications through telephone, e-mail and personal contact; responses to all investor enquiries in a timely manner; in consultation with senior management, dissemination of Company news and information; in consultation with the Company, creation and implementation of an investor relations program that provides investors and interested parties with the Company information they seek; in consultation with the Company, provision of media and advertising services where and when necessary, and maintenance of strong communications with the Company's senior management on a daily basis or as necessary. In exchange for the services provided, Bay Street will receive a monthly fee of $7,500 plus HST. Further to the engagement of the Agreement with Bay Street on November 1, 2011, the Company has also announced that it has granted Options to purchase up to 300,000 common shares at an exercise price of $0.35 per share with an expiry date of May 1, 2013, to Bay Street. One quarter (1/4) of the Options will vest each quarter for one year starting February 1, 2012.

Item 5: Full Description of Material Change

See press release attached as Schedule "A".

Item 6: Reliance on subsection 7.1(2) or (3) of National Instrument 51-102

Not applicable.

Item 7: Omitted Information

None.

Item 8: Executive Officer

For further information, please contact:
Paul Cox, Director at 604-689-0037

Item 9: Date of Report

November 2, 2011

SCHEDULE "A"

WIND RIVER ENERGY CORP.
1010 – 609 Granville Street
Vancouver, BC V7Y 1G5
Tel: 604-689-0037

WIND RIVER ANNOUNCES NEW INVESTOR RELATIONS CONSULTANT

November 2, 2011– Vancouver, B.C. **TSX-V: WVR**

Vancouver, BC – Wind River Energy Corp. (the "Company") is pleased to announce that it has entered in to a service agreement (the "Agreement") with Bay Street Connect ("Bay Street") to provide investor relations services to the Company for one year following the commencement date of the Agreement.

Bay Street will provide the Company with expertise and assistance, on a non-exclusive basis, in the following areas: Investor communications through telephone, e-mail and personal contact; responses to all investor enquiries in a timely manner; in consultation with senior management, dissemination of Company news and information; in consultation with the Company, creation and implementation of an investor relations program that provides investors and interested parties with the Company information they seek; in consultation with the Company, provision of media and advertising services where and when necessary, and maintenance of strong communications with the Company's senior management on a daily basis or as necessary.

In exchange for the services provided, Bay Street will receive a monthly fee of $7,500 plus HST.

Further to the engagement of the Agreement with Bay Street on November 1, 2011, the Company is pleased to announce that it has granted Options to purchase up to 300,000 common shares at an exercise price of $0.35 per share with an expiry date of May 1, 2013, to Bay Street. One quarter (1/4) of the Options will vest each quarter for one year starting February 1, 2012. The vesting provisions are subject to the terms of the Agreement with Bay Street, the Company's stock option plan and the policies of the TSX Venture Exchange. Pursuant to the stock option plan, the Company is authorized to grant an aggregate of up to 10% of its issued and outstanding common shares on a rolling basis, and not to exceed 2% of the issued shares for options granted to persons providing investor relations activities.

For further information, please contact:

Paul Cox, Director
T: (604) 689-0037
F: (604) 926-5806
E: paulcox@pilotagecc.com

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

FORWARD LOOKING INFORMATION

Certain information in this news release is forward-looking within the meaning of certain securities laws, and is subject to important risks, uncertainties and assumptions. This forward-looking information includes, among other things, information with respect to the Company's beliefs, plans, expectations, anticipations, estimates and intentions. The words "may", "could", "should", "would", "suspect", "outlook", "believe", "anticipate", "estimate", "expect", "intend", "plan", "target" and similar words and expressions are used to identify forward-looking information. The forward-looking information in this news release includes that describes the Company's expectations as of the date of this news release and includes that Bay Street will provide the Company with expertise and assistance, on a non-exclusive basis in the following areas: investor relations services, investor communications through telephone, e-mail and personal contact; respond to all investor enquiries in a timely manner; in consultation with senior management, disseminate Company news and information; in consultation with the Company: create and implement an investor relations program that provides investors and interested parties with the Company information they seek; provide media and advertising services where and when necessary; and maintain strong communications with the Company's senior management on a daily basis or as necessary. The Company will pay a monthly fee of $7,500 (plus HST) and make a one-time grant of 300,000 Options to Bay Street in exchange for the services provided. The results or events anticipated or predicted in such forward-looking information may differ materially from actual results or events. Material factors which could cause actual results or events to differ materially from a conclusion, forecast or projection in such forward-looking information include, among others, risks arising from general economic conditions and adverse industry events. The Company cautions that the foregoing list of material factors is not exhaustive. When relying on forward-looking information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. The Company has assumed that the material factors referred to in the previous paragraph will not cause such forward-looking information to differ materially from actual results or events. However, the list of these factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION ON AT ANY PARTICULAR TIME.