

51-102F3
MATERIAL CHANGE REPORT

Item 1 Name and Address of Company

Rockland Minerals Corp. (the “Company”)
600 - 999 West Hastings Street
Vancouver, British Columbia V6C 2W2

Item 2 Date of Material Change

November 1, 2010

Item 3 News Release

The news release was disseminated through Stockwatch and Market News on November 1, 2010.

Item 4 Summary of Material Change

The Company announced that it has engaged Ethos Consulting Ltd. (“Ethos”) to perform corporate advisory and investor relations services. The contract will be effective November 1, 2010 and active for a period of three months (subject to TSX Venture Exchange approval). Under the terms of their agreement, the Company will pay Ethos \$7,500 per month and grant options to purchase up to 250,000 shares at a price of \$0.155 per share for two years. In accordance with exchange regulation, these options will vest over a period of 12 months, with 25% vested immediately upon the date of grant and 25% to be vested on each of the three, six and nine month anniversaries.

Item 5 Full Description of Material Change

5.1 Full Description of Material Change

See attached news release.

5.2 Disclosure for Restructuring Transactions

N/A

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

N/A

Item 7 Omitted Information

None

Item 8 Executive Officer

Ravinder Mlait, President, Chief Executive Officer and Director, (604) 551-7831

Item 9 Date of Report

November 1, 2010



600-999 West Hastings Street, Vancouver, BC, V6C 2W2

Phone: (604) 808-2225 Fax: 604-676-2767

Investor Relations: 1(888) 818-1365

info@rocklandminerals.ca

rocklandminerals.ca

Rockland Minerals Corporation (V.RL) Retains Ethos Consulting Ltd. for Investor Relations

Nov 1st, 2010, Vancouver, BC, Canada – Rockland Minerals Corp. (The “Company” or “Rockland”), (TSX.V: RL) is pleased to announce the engagement of Ethos Consulting Ltd. (“Ethos”) to perform corporate advisory and investor relations services. The contract will be effective November 1, 2010 and active for a period of three months (subject to TSX Venture Exchange approval).

Ethos has been retained to assist Rockland with corporate communications and investors relations services. These services include the creating, producing and distributing effective marketing communication tools and increasing investor awareness throughout: private investors, analysts, brokers, fund managers, trade media and newsletter writers as well as other key influencers in the North American investment community.

Rav Mlait, President and Chief Executive Officer of Rockland has stated; “We are pleased to have Ethos as our strategic partner in an investor relations capacity at this exciting time for Rockland. We have been very active since our IPO earlier this year and we look forward to several upcoming project milestones as well as developing increased investor awareness in the marketplace.”

Under the terms of their agreement, Rockland will pay Ethos \$7,500 per month and grant options to purchase up to 250,000 shares at a price of \$0.155 per share for two years. In accordance with exchange regulation, these options will vest over a period of 12 months, with 25% vested immediately upon the date of grant and 25% to be vested on each of the three, six and nine month anniversaries.

About Rockland Minerals

Rockland Minerals Corp. (RL – TSX.V) is a Canadian exploration and development company, focused on developing it’s “Schefferville” Gold property and it’s “Retty Lake” copper-nickel, platinum group metals (PGM) property, both located in the prolific Labrador Trough area in north east Québec, Canada. Rockland is listed on the TSX Venture Exchange under the symbol “RL”. To learn more about Rockland please visit www.rocklandminerals.ca or contact Investor Relations Toll Free at (1-888-818-1365).

On behalf of the Board of Directors

“Rav Mlait”

President and CEO
Rockland Minerals Corp.

About Ethos Consulting Ltd.

Based in Vancouver, British Columbia, Ethos Consulting Inc. (www.ethosir.com) was founded to provide a full range of capital market and investor relation services personalized to the needs of publicly listed North American based micro to small-cap companies. Ethos and its principals have assisted numerous North American small-cap corporations in gaining coverage and recognition within the global investment community.

Ethos Consulting Inc.
1-888-818-1365
www.ethosir.com
info@ethosir.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.*