FORM 51–102F3
MATERIAL CHANGE REPORT
UNDER NATIONAL INSTRUMENT 51-102

Item 1 Name and Address of Company

Vitality Products Inc. (“Vitality” or the “Company”)
837 West Hastings Street
Suite 304
Vancouver, BC V6C 3N6

Item 2 Date of Material Change

July 16, 2013.

Item 3 News Release

The news release concerning the material changes described herein was disseminated through CNW Newswire on July 16, 2013.

Item 4 Summary of Material Change

Pursuant to the Company’s stock option plan, the Company has granted incentive stock options to directors, officers, employees and consultants, which will entitle the option holders to purchase up to 310,000 common shares of the Company at a price of $0.10 per share for a period of five years (the “Options”).

Item 5 Full Description of Material Change

5.1 Full Description of Material Change

Pursuant to the Company’s stock option plan, the Company has granted incentive stock options to directors, officers, employees and consultants, which will entitle the option holders to purchase up to 310,000 common shares of the Company at a price of $0.10 per share for a period of five years (the “Options”).

The Options are not subject to any vesting schedule and may be exercised at any time up to the expiry date of July 16, 2018. The Options are subject to a four month hold period which expires on November 16, 2013. Shareholders ratified and approved, subject to regulatory approval, the continuance of the Company’s 10% rolling stock option plan at the Company’s annual general meeting held on July 16, 2013.

5.2 Disclosure for Restructuring Transactions

Not applicable.

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

Not applicable.

Item 7 Omitted Information

Not applicable.

Item 8 Executive Officer

W. Douglas Grant
President & CEO
Tel: (604) 683-6611
E-mail: info@vitality.ca

Item 9 Date of Report

July 18, 2013.