

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

September 30, 2013.

Item 3 News Release

The news release concerning the material changes described herein was disseminated through CNW Newswire on September 30, 2013.

Item 4 Summary of Material Change

The Company reports its second quarter results and the receipt of its 92nd Natural Health Product Number from Health Canada.

Item 5 Full Description of Material Change

5.1 Full Description of Material Change

The financial results of the Company for the three months ended July 31, 2013 show a net loss of \$60,205 or \$0.01 per share compared to a net loss of \$46,464 or \$0.00 per share for the same period last year. The Company's general and administrative expenses for the three months ended July 31, 2013 increased to \$60,262 (2012 - \$46,616) due, in part, to the Company spending additional resources on the Vitality branding, label design, marketing materials and website development as part of the Company's market assessment and commercialization strategy. Vitality launched its new line of natural health products in September 2013 as previously announced in the Company's news release dated September 23, 2013.

The Company has received its 92nd Natural Health Product Number (NPN) from Health Canada for Vitality Biocharged No-Flush Niacin 500mg with Inositol plus Organic Alfalfa and Wheatgrass (NPN: 80044365). This non-traditional product helps the body metabolize carbohydrates, proteins and fats. The Company continues to investigate opportunities to market and distribute its 92 Natural Health Products (NHPs) with NPNs issued by Health Canada, including products with time release vitamins and minerals formulations, and its website, www.vitality.ca.

The Company's condensed interim financial statements and management's discussion and analysis for the six months ended July 31, 2013 and 2012 are available on the SEDAR website at www.sedar.com.

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

October 2, 2013.