

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

August 16, 2016.

Item 3 News Release

The news release concerning the material changes described herein was disseminated through CNW Newswire on August 16, 2016.

Item 4 Summary of Material Change

The Company selects national distributor.

Item 5 Full Description of Material Change

5.1 Full Description of Material Change

The Company is pleased to announce national distribution of its products through Purity Life Health Products LP (Purity Life), Canada’s leading distributor of natural health products. Purity Life supplies the highest quality products to over 7,000 stores across Canada. More information on Purity Life is available at www.puritylife.com.

Vitality continues to work with Christmas Natural Foods Ltd. which services natural health retailers in Western Canada including the majority of the 295 retail stores where Vitality products are available for sale. Vitality was focused on sales only in Western Canada from launch in October, 2013 until now.

“Natural health retailers are looking for new, quality and Canadian made products for their customers”, said Cheryl Grant, Vice President. “Vitality has successfully entered the most competitive categories and is growing because of the independent retailers’ support.”

Vitality’s fifth product, VITALITY® Power Iron + Organic Spirulina™, entered Western Canada retail stores in early June, 2016. Over 135 retail stores pre-ordered Vitality Power Iron + Organic Spirulina.

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

August 17, 2016.