

## **Vitality selects Acosta Canada Corporation as Canadian Broker**

Trading Symbol: VPI

VANCOUVER, Jan. 10, 2017 /CNW/ - Vitality Products Inc. (Vitality or the Company) is pleased to announce that Acosta Canada Corporation (Acosta) has been appointed as national broker for Vitality.

Acosta, through its Natural/Specialty Sales division, will work with Vitality and the Company's established distributors to promote the sales and marketing of Vitality products across Canada. The broker will solicit orders, present the line to new retailers, support in-store merchandising, execute business plans and prioritize retailers and services to meet sales and marketing objectives.

Vitality is currently established in 375 stores. The Company and its distributors, Purity Life Health Products LP and Christmas Natural Foods Ltd., will work together with Acosta to increase Vitality's brand awareness, product introduction and service to retailers nationally. More information on Natural/Specialty Sales is available at [www.acosta.ca/naturalspecialtysales](http://www.acosta.ca/naturalspecialtysales) or by calling 905-856-8252.

On behalf of the Board of  
**VITALITY PRODUCTS INC.**

*"W. Douglas Grant" (signed)*

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W. Douglas Grant, President & CEO

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SOURCE Vitality Products Inc.

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CO: Vitality Products Inc.

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