Vitality Appoints Cheryl A. Grant as President & CEO, Holds AGM and Announces Exercise of Stock Options

Trading Symbol: VPI

VANCOUVER, July 17, 2018 /CNW/ -

Vitality Appoints Cheryl A. Grant as President & CEO

Vitality Products Inc. (the "Company" or "Vitality") is pleased to announce that at the Board of Directors' Meeting following the annual and special general meeting, the Board appointed Cheryl A. Grant as President and Chief Executive Officer of the Company. Ms. Grant has been the Vice President, Chief Financial Officer and Secretary of the Company since 2015.

The Board appointed W. Douglas Grant as Vice President, Chief Financial Officer and Secretary of the Company. Mr. Grant has been the President and Chief Executive Officer of the Company since 2011.

Mr. Grant states that "the Board is excited that Cheryl has accepted the position of President & CEO of Vitality. Cheryl is very passionate about the business, has developed many relationships within the industry and is poised to lead Vitality during its exceptional growth."

Additional information on Vitality's management team and Board of Directors is available at www.vitality.ca/pages/investors.

Vitality Holds Annual and Special General Meeting

Vitality Products Inc. held its annual and special general meeting of shareholders ("AGM") on July 17, 2018. The board of directors is pleased to announce that all resolutions put to vote at the AGM passed with a 99.99% or higher approval from the votes cast. Bruce J. McDonald (Chairman of the Board), Colby L. Fackler, Richard V. Gannon, Brian L. Gessner, Cheryl A. Grant, W. Douglas Grant and Stuart E. Pennington were re-elected to the Board.

Vitality Announces Exercise of 255,000 Stock Options

Vitality Products Inc. is pleased to announce that directors, officers, employees and consultants of the Company have exercised their stock options to purchase a total of 255,000 common shares of the Company at an exercise price of $0.10 per share for proceeds totaling $25,500. The Company now has 31,122,285 common shares issued and outstanding in the capital stock of the Company.

About Vitality

VITALITY® is an award-winning line of clean vitamins and supplements, marketed to natural health retailers and health and wellness conscious consumers. Manufactured locally in BC, and currently sold in over 525 stores nationally, the products are vegan, non-GMO and third party tested. Following the proven success of the line through repeat orders and same store sales growth, the Company is focused on expanding distribution and growing sales in-store and online (at vitality.ca, well.ca and amazon.ca); evaluating, researching and developing new products for future distribution; and exploring new markets for its products.

On behalf of the Board of
VITALITY PRODUCTS INC.

"Cheryl A. Grant" (signed)

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Cheryl A. Grant, President & CEO

Forward-Looking Information

Information set forth in this news release involves forward-looking statements. Forward-looking statements are statements that relate to future, not past, events. In this context, forward-looking statements often address a company's expected future business and financial performance, and often contain words such as "anticipate", "believe", "plan", "estimate", "expect", and "intend", statements that an action or event "may", "might", "could", "should", or "will" be taken or occur, or other similar expressions. By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following risks: risks associated with marketing and sale of securities; the need for additional financing; reliance on key personnel; the potential for conflicts of interest among certain officers or directors with certain other projects; and the volatility of common share price and volume. Forward-looking statements are made based on management's beliefs, estimates and opinions on the date that statements are made and except as required by law, the Company undertakes no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change. Investors are cautioned against attributing undue certainty to forward-looking statements.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE SECURITIES LEGISLATION.

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