Vitality Exhibits At Major Natural Health Shows and Hires Senior Scientist for New Product Launches

Trading Symbol: VPI

VANCOUVER, March 12, 2019 /CNW/ - Vitality Products Inc. ("Vitality" or the "Company") exhibited at two major North American trade shows dedicated to the health and wellness industry: CHFA West in Vancouver, Canada and Natural Products Expo West in Anaheim, California – North America's largest exhibit for natural health and wellness. The Company exhibited to meet with retailers and distributors and view market trends for the introduction of new products under the lead of its new Senior Scientist.

Vitality Products Inc. hires Senior Scientist, Dr. Carina Cai, PhD

The Company is pleased to announce it has hired Dr. Carina Cai, PhD, for the formulation of new products to be introduced in 2019-2020. Dr. Carina Cai has a PhD in phytochemistry and has rich work experiences in China, Canada and Europe. Before she entered the nutraceutical industry nine years ago, she worked in the field of education and research in phytomedicine and natural products, with numerous scientific publications in the fields of herbology, natural products chemistry and analytical chemistry. Her specialties include product formulation, regulatory affairs, quality control, R&D (research and development), and project management.

Natural Products Expo West: March 7-9, 2019

Vitality exhibited for the first time at Natural Products Expo West (https://www.expowest.com/en/home.html) from March 7-9 as part of 3,600 exhibitors, and approximately 88,000 attendees covering 588,000 square feet of exhibition space. Natural Products Expo West is the largest event for natural health and wellness companies, advocates and investors. The Company co-exhibited as part of the British Columbia Booth. Cheryl Grant, President & CEO, met with retailers and distributors with the focus to start distribution into the United States in 2019. Key industry highlights announced at "The State (and Future) of Natural & Organics" session included:

- Natural and organic industry hit $219B USD in US Sales in 2018; up 6.9% from 2017,
- 31% of $219B USD were from the sale of supplements; CBDs, adaptogens and collagen are helping fuel growth,
- Ecommerce growth is outpacing bricks and mortar but 86% of sales occurred in natural and mass market,
- Bright spots in the industry include: herbs and botanicals; protein; sleep, energy and focus.

CHFA West: February 21-24, 2019

Prior to Natural Products Expo West, the Company participated at CHFA West (https://chfa.ca/en/chfa-west/general-information) starting with Cheryl Grant's invitation to a Roundtable Meeting with the Honourable Mary Ng, Minister of Small Business and Export Development. Amazon, Alibaba and eight Canadian manufacturers including Vitality met for one hour with Hon. Mary Ng and CHFA President, Helen Long. The Company also presented for the first time at CHFA West a sponsored product education seminar: "Power your Sales with Iron – A Category Set to Double by 2025" and exhibited in a 20' x 10' booth over the two-day tradeshow from February

23-24. The Company met current retailers and introduced products to new and prospect retailers.

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 550 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"

Cheryl A. Grant, President & CEO

Forward-Looking Information

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