FORM 51-102F3

MATERIAL CHANGE REPORT

1. Reporting Issuer:

COASTAL CONTACTS INC.
#320 - 2985 Virtual Way
Vancouver, B.C., V5M 4X7

2. Date of Material Change:

The material changes described in this report occurred on October 16, 2006.

3. Press Release:

On October 17, 2006, Coastal Contacts Inc. (the "Company") issued a press release announcing the appointment of Jeffrey R. Mason as a director of the Company.

4. Summary of Material Change:

See attached press release at Appendix "A" to this report.

5. Full Description of Material Change:

See attached press release at Appendix "A" to this report.

6. Reliance on Confidential Filing Provisions:

Not applicable.

7. Omitted Information:

Not applicable.

8. Senior Officers:

The following senior officer of the Company is knowledgeable about the material change and this report and may be contacted by any of the securities commissions respecting the material change:

Roger Hardy
President, Coastal Contacts Inc.
Telephone: (604) 669-1555

9. Statement of Senior Officer:

The foregoing accurately discloses the material change referred to herein.

Dated at Vancouver, British Columbia this 18th day of October, 2006.

COASTAL CONTACTS INC.

"Reta Byvelds"
Reta Byvelds
Chief Financial Officer

APPENDIX "A"

FOR IMMEDIATE RELEASE

TSX Symbol: **COA**

Coastal Contacts Inc.

COASTAL CONTACTS APPOINTS NEW DIRECTOR

TSX Symbol: COA

Vancouver, British Columbia – October 17, 2006 - Coastal Contacts Inc. (TSX: COA) ("Coastal" or the "Company") is pleased to announce the appointment of Jeffrey R. Mason as a director of the Company.

Mr. Mason is Chief Financial Officer and Director of Hunter Dickinson Inc. (HDI), a Canadian Corporation, which since 1985 has grown to become among the largest and most successful mine development groups in North America. He is a chartered accountant with audit, control, financial reporting, M&A and financial management experience and sits on the board of several public companies listed on the Toronto Stock Exchange. Mr. Mason has also assisted each of the public companies on whose boards he sits with their ongoing disclosure requirements and with implementing suitable internal control procedures. He has been instrumental in over 20 property or project acquisitions and over $350 million in exploration financings.

Roger Hardy, the President, CEO and Chairman of Coastal, stated that, "Mr. Mason has a wealth of experience with corporate finance, international operations and implementing financial reporting systems which will help Coastal achieve its goal of continued profitable growth while ensuring we meet our regulatory obligations. He has been a significant shareholder of Coastal for some time and we are confident that his guidance will prove to be beneficial for the Company and our investors."

Mr. Mason is a graduate of the University of British Columbia with a Bachelor of Commerce degree (finance and accounting). He is a member of the Institute of Chartered Accountants in British Columbia.

About Coastal Contacts:

Coastal Contacts is the world's fastest growing contact lens store. The Corporation's large volume business combined with its cost effective distribution hubs in North America and Europe enable it to offer replacement contact lenses to customers worldwide at reduced prices, delivered quickly with strong customer service follow-up. Coastal's direct to consumer model and single product focus combine to create the distinct competitive advantage of a more efficient, customer-focused model for world-wide contact lens distribution.

For further information visit www.coastalcontacts.com or contact:

Terry Vanderkruyk
Vice President, Corporate Development
Coastal Contacts Inc.
604-669-1555, Ext. 326
terryv@coastalcontacts.com

This news release contains certain forward-looking statements that reflect the current views and/or expectations of Coastal Contacts Inc. with respect to its performance, business and future events. Investors are cautioned that all forward-looking statements involve risks and uncertainties including, without limitation, those relating to changes in the market, potential downturns in economic conditions, limited suppliers, inventory risk, disruption in our distribution facilities, foreign exchange fluctuations, regulatory requirements, demand for contact lenses, competition and dependence on the internet. These risks, as well as others, could cause actual results and events to vary significantly. Coastal Contacts does not undertake any obligations to release publicly any revisions for updating any voluntary forward-looking statements.

Neither the TSX nor any other regulatory body has reviewed and therefore does not accept responsibility for the adequacy or accuracy of this release.

Not for distribution to United States newswire services or for dissemination in the United States.