FORM 51-102F3
MATERIAL CHANGE REPORT

1. Reporting Issuer:

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

2. Date of Material Change:

The material change described in this report occurred on December 17, 2008.

3. News Release:

On December 17, 2008, Coastal Contacts Inc. (the "Company") issued a news release through the facilities of Canada Newswire. A copy of the news release announcing the material change is set out at Appendix "A" to this report.

4. Summary of Material Change:

On December 17, 2008, the Company announced that the Toronto Stock Exchange (the "Exchange") accepted the Company's notice of intention to make a normal course issuer bid for its common shares through the facilities of the Exchange commencing on December 19, 2008.

5. Full Description of Material Change:

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

6. Reliance on Confidential Filing Provisions:

Not applicable.

7. Omitted Information:

Not applicable.

8. Executive Officer:

The following executive officer of the Company is knowledgeable about the material change and this report and may be contacted respecting the material change and this report:

Terry Vanderkruyk
Vice President, Corporate Development
Telephone: (604) 676-4498

9. Date of Report:

December 17, 2008.

SCHEDULE "A"

FOR IMMEDIATE RELEASE

TSX Symbol: **COA**

Coastal Contacts Inc.

COASTAL RENEWS NORMAL COURSE ISSUER BID

Vancouver, British Columbia – December 17, 2008 - Coastal Contacts Inc. (TSX: COA) ("Coastal Contacts" or the "Company") announced today that the Toronto Stock Exchange (the "Exchange") has accepted Coastal Contacts' notice of intention to make a normal course issuer bid (the "NCIB") for its common shares through the facilities of the Exchange. On December 19, 2008, Coastal Contacts may commence making purchases of up to a maximum of 3,634,369 common shares, which represents approximately ten (10%) percent of the 36,343,690 common shares of Coastal Contacts held by persons other than senior officers, directors and principal shareholders of Coastal Contacts as at the date hereof. Any shares acquired will be purchased at the market price up to a maximum of 14,024 common shares per day until March 31, 2009, and up to a maximum of 7,012 common shares per day thereafter for the duration of the NCIB, subject, in each instance, to the block purchase exemption. All shares acquired by Coastal pursuant to the NCIB will be cancelled following purchase.

Under a normal course issuer bid which began on October 26, 2007 and expired on October 25, 2008, the company purchased a total of 1,266,500 common shares at an average price of $1.10 per common share, out of the 4,607,285 common shares approved for purchase.

"During the past two years, the Company has repurchased and retired more than 13 million common shares of Coastal Contacts, representing more than 18% of the common shares outstanding," stated Roger Hardy, Coastal Contact's President and Chief Executive Officer. Mr. Hardy continued, "We fundamentally believe that the Company's common shares are undervalued at current levels and that it is in the best interest of our shareholders to reduce the outstanding share count."

The normal courser issuer bid will terminate on the earlier of the date determined by Coastal Contacts and December 18, 2009. Coastal Contacts has 58,318,643 issued and outstanding common shares as at the date hereof.

About Coastal Contacts:

Coastal Contacts Inc. (www.coastalcontacts.com) is the world's leading direct-to-consumer vision products company which designs, produces and distributes a diversified offering such as contact lenses and eyeglasses. The Company's unique combination of branded and private label products represent quality, value and, above all, service. Coastal Contacts sells its products in more than 150 countries through proprietary web properties which reflect the culture and consumer preference of the target market. As new markets for eyeglasses and contact lenses evolve, the Company is positioned to become the vision product consumer's retailer of choice owing to its unbeatable value proposition combining value and service. Already #1 in many of its markets, Coastal Contacts is rapidly advancing toward its goal of becoming the "World's Optical Store".

For Further Information:

Terry Vanderkruyk
Vice President, Corporate Development
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