

FORM 51-102F3

MATERIAL CHANGE REPORT

Item 1 Name and Address of Company

Naturally Advanced Technologies Inc. (the "Company") ("NAT")
Suite 305 – 4420 Chatterton Way, Victoria, BC V8X 5J2.

Item 2 Date of Material Change

August 13, 2012

Item 3 New Release

A release was issued by the Company on August 13, 2012 and distributed through CNW disclosure network and PRN US1.

Item 4 Summary of Material Change

The Company will hold a conference call Thursday, August 16, at 1:30 pm PDT, 4:30 pm EDT. Ken Barker, chief executive officer, will provide an update on recent corporate developments followed by a question and answer session.

Item 5 Full Description of Material Change

5.1 Full Description of Material Change

The Company will hold a conference call Thursday, August 16, at 1:30 pm PDT, 4:30 pm EDT. Ken Barker, chief executive officer, will provide an update on recent corporate developments followed by a question and answer session.

Event Details

* To participate via telephone, please dial 888-490-2765, or 719-325-2465 for international callers at least 5-10 minutes before the presentation start time.

* To listen by webcast please join at the investor relations section of the NAT website:
<http://www.crailar.com/company/investors>

If you are unable to participate during the live webcast and call, the telephone replay will be available until midnight EDT, August 23, 2012 by dialing 877-870-5176, or 858-384-5517 for international callers, and entering pin number 9057143. The webcast will be available for replay for one week at <http://www.crailar.com/company/investors>

5.2 Disclosure for Restructuring Transactions

Not Applicable.

Item 6 Reliance on subsection 7.1(2) or (3) of National Instrument 51-102

Not applicable.

Item 7 Omitted Information

Not applicable.

Item 8 Executive Officer

Guy Prevost, Chief Financial Officer
Suite 305 – 4420 Chatterton Way, Victoria, BC V8X 5J2
Telephone: (250) 658-8582.

Item 9 Date of Report

August 15, 2012.