

MATERIAL CHANGE REPORT

Item 1 Name and Address of Company

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

Item 2 Date of Material Change

August 1, 2013

Item 3 New Release

A news release was issued by the Company on August 1, 2013 and distributed through CNW disclosure network and PRN/Oregon.

Item 4 Summary of Material Change

The Company will host a conference call on August 8, 2013 at 4:30 pm ET to discuss its results for the three and six months ended June 30, 2013.

Item 5 Full Description of Material Change

5.1 Full Description of Material Change

The Company which produces and markets CRAILAR®, a natural fiber made from flax and other bast fibers, announced that the Company will host a conference call on August 8, 2013 at 4:30 pm ET to discuss its results for the three and six months ended June 30, 2013.

CRAILAR's CEO Ken Barker and CFO Ted Sanders will host the call. To participate, please use the information below:

Date:	Thursday, August 8, 2013
Time:	4:30 pm ET
US Dial-In:	1-888-438-5448
International Dial-In:	1-719-325-2361
Conference ID:	1110808
Webcast:	http://public.viavid.com/index.php?id=105636

Please dial or log in at least 10 minutes before the call to ensure timely participation.

A playback of the call will be available until 11:59 pm ET on August 22, 2013. To listen, call +1-877-870-5176 within the United States or +1-858-384-5517 when calling internationally. Please use the replay PIN number 1110808. The playback of the call will also be made available on the investor relations section of the Company's website.

CRAILAR will release Second Quarter 2013 financial results Thursday, August 8, 2013 after the market close and prior to the conference call.

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, Corporate Controller and Compliance Officer
Suite 305 – 4420 Chatterton Way, Victoria, BC V8X 5J2
Telephone: (250) 658-8582.

Item 9 Date of Report

August 1, 2013.