

Company Announcement Officer
Australian Securities Exchange
Exchange Centre
20 Bridge Street
SYDNEY NSW 2008

To whom it may concern

28 March 2014

Change of Director's Interest Notice – Maxine Horne

In accordance with the Listing Rules attached is a Change of Director's Interest Notice for Maxine Horne.

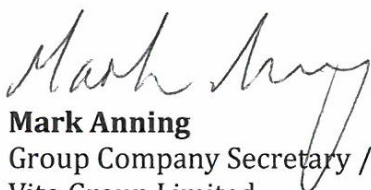
The attached notice reflects a change in Ms Horne's indirect interests as a result of sales on market by her adult son, of the VTG shares purchased by him (which purchases were reflected in the Appendix 3Y lodged 14 March 2014).

The indirect interest arises as a result of Ms Horne having provided her son with a loan facility and her son having agreed to provide Ms Horne with security over assets to be purchased with the loan funds. The loan funds were used to buy the Vita Group shares, the subject of the notices.

All of Ms Horne's son's purchases and sales as reflected in the Appendix 3Y lodged 14 March 2014 and today, were undertaken during an "open" period, and otherwise during a Vita Group open trading window.

Ms Horne retains her present share holdings in Vita Group.

Yours faithfully



Mark Anning
Group Company Secretary / Legal Counsel
Vita Group Limited



next byte



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Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	VITA GROUP LIMITED
ABN	62 113 178 519

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Maxine Horne
Date of last notice	14 March 2014

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct and Indirect
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Holders: 1. FZIC Pty Ltd as trustee for the McMahon Family Trust 2. FZIC Pty Ltd as trustee for the McMahon Super Fund 3. ACN 097 446 903 Pty Ltd Nature of Interest: Controller / Beneficiary Circumstances: Shares received in consideration for the acquisition by Vita Group Limited of all the shares in Fone Zone Pty Ltd on listing of Vita Group Limited, and shares purchased on and off market 4. J McMahon (son) Nature of Interest: Security Circumstances: Secured interest arising under a loan agreement

+ See chapter 19 for defined terms.

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Appendix 3Y
Change of Director's Interest Notice

Date of change	4A: 26 March 2014 4B: 25 March 2014 4C: 24 March 2014 4D: 21 March 2014
No. of securities held prior to change	Direct 1,000 Indirect 66,854,036
Class	Ordinary
Number acquired	Nil
Number disposed	4A: 154,476 4B: 151,646 4C: 178,511 4D: <u>100,000</u> Total <u>584,633</u>
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	4A: \$105,863.47 4B: \$104,217.23 4C: \$122,386.20 4D: \$68,000.00
No. of securities held after change	Direct 1,000 Indirect 66,269,403
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	All or part crossed market trade.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	
Interest acquired	

+ See chapter 19 for defined terms.

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Interest disposed	
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	
Interest after change	

Part 3 – ⁺Closed period

Were the interests in the securities or contracts detailed above traded during a ⁺closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

⁺ See chapter 19 for defined terms.

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