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5-Hour Energy Co-Founder Tom Morse Joins NightFood Advisory Board

TARRYTOWN, N.Y., Aug. 24, 2015 (GLOBE NEWSWIRE) -- NightFood Holdings, Inc. (OTC:NGTF) ("NightFood" or the "Company"), a company dedicated to delivering better nighttime snack solutions to consumers, is pleased to announce the addition of Tom Morse, co-founder and original President of Living Essentials LLC (5-Hour Energy) to the Company advisory board.

Mr. Morse currently heads up Strategy & Execution, LLC, a company that provides strategic sales and marketing services to industry-leading consumer packaged goods manufacturers.

NightFood CEO Sean Folkson commented, "I am extremely happy to have Mr. Tom Morse on our advisory board. As co-founder and president of Living Essentials, Tom is one of a handful of people in the industry that has done almost exactly what we're on the path to do. To this day, he continues to create products and build brands." Mr. Folkson continued, "As a growing company, we can look forward to his continuing mentorship. He's always eager to share insights into building powerful brands, establishing efficient, profitable, and widespread distribution, and his experience pioneering a billion dollar category."

Morse joins an advisory board that includes Chris Santos (celebrity chef, restaurateur, and judge on TV's most popular cooking show), Paul Jarret (Co-Founder and CEO of nutrition start-up Bulu Box), and Eric Egeland (CEO and President of Capacity Consulting).

"Finally, there's a delicious treat for those late night cravings that millions of us experience every night," said Morse. "There's \$1B worth of cookies, chips, ice cream, and other snacks consumed after dinner every week. With NightFood, I see a unique opportunity to enrich the lives of millions of Americans, and grow an amazing business. With better nighttime snacks, we can get a good night's sleep and be our very best every day."

About Nightfood:

NightFood (OTC:NGTF) is a snack food company dedicated to providing consumers delicious, better-for-you choices for evening snacking. 44% of all snack consumption occurs in the evening, and NightFood is the first company to create products to address the unique nutritional needs consumers have at night. NightFood products help consumers satisfy nighttime cravings in a better, healthier, more sleep friendly way. For more information, visit www.nightfood.com

Forward Looking Statements:

This current press release contains "forward-looking statements," as that term is defined in Section 27A of the United States Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements in this press release which are not purely historical are forward-looking statements and include any statements regarding beliefs, plans,

expectations or intentions regarding the future, including but not limited to, any products sold or cash flow from operations.

Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainties associated with distribution and difficulties associated with obtaining financing on acceptable terms. These forward-looking statements are made as of the date of this news release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements. Although we believe that the beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in our most recent annual report for our last fiscal year, our quarterly reports, and other periodic reports filed from time-to-time with the Securities and Exchange Commission.

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