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NightFood (NGTF) CEO Discusses Half-Baked Brand Launch and 2018 Development Plans on “Stock Day” Interview

TARRYTOWN, N.Y., Feb. 01, 2018 (GLOBE NEWSWIRE) -- NightFood Holdings, Inc. (OTC:NGTF), a company specializing in unique and innovative snack brands, announced today the release of CEO Sean Folkson’s interview on Uptick Newswire Stock Day with Everett Jolly.

In the interview, Folkson covers the evolution of the Half-Baked initiative, overtures received by the Company regarding licensing the Half-Baked brand, and recent NightFood brand revenue milestones. Also addressed are the recent lock up agreements entered into by Folkson and Peter Leighton, and the recent acquisitions in the snacking space.

“It’s once again my pleasure to connect with Everett, and share the NightFood story with his dedicated audience,” commented Folkson. “I’m looking forward to going back again before the summer, at which time we’re hoping Half-Baked snack products will be available to consumers both online and in dispensaries throughout Nevada and California.”

To listen to the interview in its entirety, please click here:

<https://upticknewswire.com/featured-interview-ceo-sean-folkson-of-nightfood-hldgs-inc-otcqb-ngtf-2>

About NightFood:

NightFood (OTC:NGTF), operates both NightFood, Inc. and MJ Munchies, Inc.

NightFood, Inc, “The Nighttime Snack Company”, is a snack food company dedicated to providing consumers delicious, better-for-you, sleep-friendly choices for evening snacking.

According to IRI Worldwide, 44% of snack consumption occurs at night, representing a consumer spend of over \$1B weekly on nighttime snacks.

Market research giant Mintel recently released a report identifying nighttime specific food and beverages as one of their most “compelling and category changing” trends for 2017 and beyond.

Currently, consumer’s most popular choices are cookies, chips, ice cream, and candy.

These options are generally understood to be unhealthy, and often contain ingredients and nutritional profiles that can impair sleep quality. NightFood creates, manufactures, and distributes snacks formulated to help consumers satisfy nighttime cravings in a better, healthier, more sleep friendly way.

MJ Munchies, Inc. was recently formed as a new, wholly owned subsidiary, to exploit legally

compliant opportunities in the CBD and marijuana edibles and related spaces. The Company intends to market some of these new products under the brand name "Half-Baked". As the legal landscape around CBD and cannabis related products continues to change and evolve, MJ Munchies will continue to explore, identify, and capitalize on opportunities clearly defined as legal. The Company believes tremendous opportunities currently exist to launch successful and compliant products in this space, and that such opportunities will continue to grow over time.

For more information, visit <http://ir.nightfood.com> and www.nightfood.com and Questions can be directed to investors@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.

Media Contact:
Peter Leighton
peter@nightfood.com
888-888-6444, x5

Investor Contact:
Parker Mitchell
Regal Consulting, LLC
investors@nightfood.com

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