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# NightFood (NGTF) To Accelerate Online Growth With Industry-Leading Yotpo Consumer Generated Content Platform and The Sleep Doctor

TARRYTOWN, NY, March 05, 2018 (GLOBE NEWSWIRE) -- NightFood Holdings, Inc. (OTC: NGTF) the category leading, better-for-you, sleep-friendly nighttime snack company, is proud to announce a partnership with Yotpo, the leading platform for generating and leveraging user generated content for web and social media.

Yotpo, which in November raised \$51 million, counts Access Industries, Blumberg Capital, and Bessemer Venture Partners among its investors. Yotpo's premise is that consumers value what their peers say about a brand more than any marketing that comes from the brand itself.

NightFood joins a stable of Yotpo clients, including RXBar, Campus Protein, GoPro, Brooklinen, and UntuckIt that use the platform to turn consumer enthusiasm into content that efficiently drives awareness, engagement, and new customer trial.

"We're modeling brands that have experienced explosive growth over the last few years," explains Greg Getner, NightFood head of digital growth. "It's all about trust. Raving fans can do more to help accelerate a brand's growth than even the best ad campaigns. Yotpo allows us to channel and magnify our positive customer feedback, driving more trial, and more new fans."

Yotpo client success manager Guy Ben-Ezer is heading up the Yotpo implementation for NightFood. Ben-Ezer has been a critical piece in the online community growth of brands like RXBar, Burton, and Everlast.

"Getting Guy directly on our account was a critical part of the negotiations," added NightFood CEO Sean Folkson. "The marketing brainpower and expertise we've added in the last few weeks has us set up for an online explosion."

Ben-Ezer believes NightFood is a perfect fit for Yotpo, and will see tremendous results during the course of 2018.

"I've seen the great reviews NightFood has gotten on Amazon. This is a product people can really relate to and have some fun with. We're going to leverage that consumer energy and social proof directly on Instagram, Facebook, and the new NightFood website," commented Ben-Ezer.

Management expects Yotpo content to be live on the NightFood.com website in the next two weeks. The Company will then start leveraging Yotpo consumer generated content to increase on-site conversion rates, while driving brand awareness across paid and social media.

The Company has also begun implementing consumer-facing initiatives featuring America's most trusted authority on sleep, Dr. Michael Breus, also known as The Sleep Doctor™. It was announced last month that Dr. Breus has joined the NightFood scientific advisory board.

### **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](http://www.nightfood.com) and

Questions can be directed to [investors@nightfood.com](mailto: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.

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