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NightFood (NGTF) Engages Award-Winning T3 Shamrock Media as Public Relations Agency

TARRYTOWN, NY, June 01, 2018 (GLOBE NEWSWIRE) -- NightFood Holdings, Inc. (OTC: NGTF), a brand development company pioneering the projected multi-billion dollar nighttime nutrition category, today announced that T3 Shamrock Media has been retained by the Company as agency of record for all public relations on behalf of the brand. T3 Shamrock Media was founded by Tim Sullivan, a publicist with over 25 years of experience with all types of media and global brands and former long-time director of publicity for The Dr. Oz Show.

"We're very excited to have Tim and his team on board," commented Nightfood® CEO Sean Folkson. "They have an outstanding record working with brands in consumer health, food & beverage, and the sleep space, and they believe the media will love the Nightfood story."

T3 Shamrock specializes in health care public relations and consumer brands. The staff at the company has a long history of working with The Sleep Doctor™, Dr. Micheal Breus on behalf of several other companies as well as his many years appearing on the Dr. Oz Show. The T3 Shamrock team is involved in much of the publicity that facilitates our national conversation on health. They plan to work closely with the Company management, choosing opportunities for expert positioning and joining the discussion about healthy nighttime eating. With the recent addition of Dr. Breus to the Nightfood Scientific Advisory Board, and his in demand status with media of all types, T3 Shamrock will strategize on how to leverage his stellar reputation on behalf of Nightfood. This will be a necessary and useful reputation building period leading up to the consumer launch of Nightfood ice cream later in the year.

"The media's need for sound, expert based material regarding healthy eating and sleep habits is truly staggering," explained Tim Sullivan, President of T3Shamrock. "We are eager to embark on an earned publicity campaign with Nightfood to generate editorial that will raise the profile of the brand. We have worked closely with Dr. Breus for many years and he is an unbelievable media asset and beloved by any press who meets him."

T3 Shamrock will handle consumer media relations and business publicity as well as oversee the social media footprint and social campaigns of Nightfood.

This aggressive media campaign will begin immediately as the Company continues to advance on its path of pioneering the nighttime nutrition category. Nighttime specific food and drink has been identified as a powerful emerging trend by consumer behavior research giants IRI Worldwide and Mintel, and is projected to capture a meaningful portion of the \$50 Billion spent annually on snacks consumed before bed.

“We expect the regional and national publicity delivered by T3 Shamrock and Dr. Breus will increase awareness of the nighttime snacking problem, driving the category growth we seek,” explained Folkson. “At the same time, it will further cement the positioning of Nightfood as the only brand that matters in this explosive new category.”

About T3 Shamrock Media

T3 Shamrock Media is a public relations and television production firm with more than 25 years of experience with global brands, health care, behavioral health and addiction. The company manages all aspects of public relations services for clients and produces television content. In addition to the core services of media relations, earned publicity, reputation management and public affairs, T3 Shamrock Media harbors an elite team of crisis management professionals. www.t3shamrockpr.com

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 <http://www.nightfood.com>

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.

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