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## NightFood(NGTF) Hires Veteran Unilever Executive for 2018 Ice Cream Launch

Tarrytown, NY, June 26, 2018 (GLOBE NEWSWIRE) -- NightFood Holdings, Inc. (OTC: NGTF), the company pioneering the projected multi-billion dollar nighttime snacking category, announced that Jim Christensen, former Vice President of Ice Cream Sales for Unilever, has joined the NightFood team for the launch of NightFood nighttime ice cream.

In addition to an extensive and successful background in ice cream product development, Christensen spent over 20 years at Unilever heading up sales and distribution initiatives for such brands as Ben & Jerry's, Klondike, Breyers and Good Humor.

"All the pieces have now come together for a tremendous product launch," commented NightFood CEO Sean Folkson. "Jim seems to know everybody in the industry. And everybody knows Jim. Our goal is not to get into just a few stores here and there. We have major distribution and revenue goals in place for the next six and eighteen months."

Management strongly believes the timing is optimal to launch NightFood ice cream. In addition to powerful industry trends, the Company now has committed investment capital, and nationally-known sleep expert Dr. Michael Breus, The Sleep Doctor™, to spearhead consumer education and media awareness.

"NightFood continues to attract the best of the best because industry data proves unhealthy and sleep-disruptive night snacking is a significant problem to solve for tens of millions of Americans," added Dr. Breus. "The NightFood ice cream currently in development is remarkably innovative and I'm excited to share it with the world, while also filling my own freezer."

"I've been tasked with building NightFood ice cream into a nationally recognized brand, and that's what we're going to do," remarked Christensen. "I believe we have the ability to deliver an amazing consumer taste experience with a sleep-friendly formulation, and to efficiently and powerfully communicate that to the marketplace."

NightFood advisory board members Dr. Michael Grandner, Director of the Sleep and Health Research Program at the University of Arizona, and Doron Stern, former Vice President of Marketing for Chobani, are also contributing to product development and rollout.

### **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://nightfood.com>

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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