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NightFood (NGTF) Records Highest Monthly Sales to Date, New Bar Manufacturer Engaged

Tarrytown, NY, Aug. 01, 2018 (GLOBE NEWSWIRE) -- NightFood Holdings, Inc. (OTC: NGTF), the company pioneering the projected multi-billion dollar nighttime snacking category, announced that direct-to-consumer gross sales for the month of July surpassed the previous high set in June by over 33%.

The Company has set online sales records in consecutive months as it continues to refine and test various online marketing initiatives. June unaudited sales from Shopify plus Amazon were \$30,424. July totaled \$40,634. A growing number of orders are through the Amazon Subscribe & Save® program, and subscription orders directly through Nightfood.com.

Management also announced that a new bar manufacturer has been formally engaged to ensure the next run of NightFood bars will be certified gluten free. The facility that the manufactured the previous run of NightFood bars could manufacture gluten-free product, their facility does not qualify for the gluten free certification desired by the Company.

Several of the eight NightFood ice cream flavors currently in development will also be gluten free. The NightFood ice cream launch is targeted for the 4th Quarter of 2018.

“Seeing the sales, reviews, and feedback we’re getting on NightFood bars makes us more excited about the overall night snack category, and specifically NightFood ice cream,” commented CEO Sean Folkson. “The popularity of better-for-you ice cream is booming, and we know a large percentage of ice cream is consumed in front of the TV in the hours before bed. We expect consumers to embrace NightFood ice cream as a sleep-friendly way to satisfy those nighttime cravings, without having to switch format from ice cream to nutrition bars.”

With assistance from public relations firm T3Shamrock and NightFood Scientific Advisor Dr. Michael Breus, The Sleep Doctor™, the Company has recently secured mentions for NightFood in popular online publications such as BuzzFeed, Bustle, Elite Daily, and InsideHook. Management expects the media hits to increase in both magnitude and frequency as timing gets closer to the launch of NightFood ice cream later this year.

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. The Company has developed a dynamic infographic at <http://NightSnacking.com> as a definitive consumer and media resource clearly illustrating the massive size and scope of the largely untapped nighttime snack category.

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.

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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