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Nightfood Ice Cream Featured on Yahoo, Bustle, Business Insider, and More; Initial Product Roll-Out Announcement Next Week

Tarrytown, NY, Feb. 14, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the innovative company solving America's \$50 billion-dollar nighttime snacking problem, is proud to announce Nightfood ice cream has earned media coverage from some of the largest online media outlets over the last few days.

Since the February 8th announcement that Nightfood won 2019 Product of the Year in the ice cream category, the brand has garnered coverage on [FoodBeast](#), [Bustle](#), [Business Insider](#), [BestProducts.com](#), [Delish](#), [PureWow](#), [GuiltyEats](#), [CookingLight](#), and more. The Best Products article was also featured on the front page of Yahoo.

"We knew the media would love this brand, and expect the coverage to continue," remarked Tim Sullivan of T3 Shamrock, Nightfood's PR agency. "It's relatable, it's compelling, and, best of all, and it's ice cream. It's also kicking off a new category of foods – "sleep friendly", which is genuine news."

"We'll be announcing our first major retail chain next week," added CEO Sean Folkson. "In a perfect world, all this media wouldn't have started until after we were able to publicize where product is available. But, it's not in our control that the media wanted to run with it. When you have a story, you meet the news where they are."

On Friday, February 8, 2018, it was announced that Nightfood ice cream won the 2019 Product of the Year award for best new ice cream (as voted on by over 40,000 American consumers). The fact that this occurred on the eve of the national launch is what management believes triggered the recent publicity.

The Company has also now been contacted by multiple local media outlets who are planning to feature Nightfood when product is available in their local markets. Management has indicated since pre-launch that a high level of media interest and consumer word-of-mouth can be expected to support the national roll-out of this category-pioneering product.

About Nightfood Holdings:

Nightfood Holdings, Inc. (OTC: NGTF), owns Nightfood, Inc. and MJ Munchies, Inc.

On Feb 8, 2019, it was announced that Nightfood ice cream won the 2019 Product of the Year award in the ice cream category in a Kantar survey of over 40,000 consumers.

With the overwhelming majority of at-home ice cream consumption occurring in the hours

before bed, Nightfood's sleep-friendly nighttime ice cream, formulated by sleep and nutrition experts, delivers benefits found in no other product on the market.

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.

To enter the Nightfood® Ice Cream Giveaway, where the Company is giving away a one-year supply of Nightfood ice cream, plus a brand-new freezer to store it in, visit <http://nightfoodicecream.com> – each entrant gets a coupon for a free pint of ice cream (some purchase may be required).

MJ Munchies, Inc. was formed in 2018 as a new, wholly owned subsidiary of Nightfood Holdings, Inc. to capitalize on 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". Munchies is currently preparing a patent application with the USPTO for a proprietary ingredient to be used in Half-Baked snacks that Management believes will give it a unique and defensible competitive advantage against other recreational edible brands. The Company believes tremendous opportunities currently exist to launch successful and legally 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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