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Nightfood Adds Distribution in Lowes Foods Chain with 78 Locations in North Carolina, South Carolina, and Virginia

Tarrytown, NY, April 16, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the innovative company solving America's \$50 billion-dollar nighttime snacking problem, announced today that Lowes Foods, a supermarket chain with significant presence in the Carolinas, has begun stocking Nightfood ice cream into all 78 Lowes locations.

Founded in 1954, Lowes Foods is a top-50 revenue supermarket chain employing approximately 9,000 people which operates full-service supermarkets in North Carolina, South Carolina, and one location in Virginia. Locally owned and operated, Lowes Foods is truly a homegrown company that prides itself on providing its customers with the most innovative new products.

"It's always hard having to wait to make these big announcements when we want consumers and investors to know about our progress," remarked Nightfood CEO Sean Folkson. "This is a perfect time to remind everybody that we often find ourselves forced to sit on important material developments for weeks, and sometimes months. We're making great progress towards our stated goals."

Folkson continued, "Lowes has an amazing reputation and instantly gives us a powerful presence through the Carolinas. We're looking forward to working closely with them as one of our cornerstone accounts for 2019 as we build Nightfood into a national favorite."

Lowes stores began introducing Nightfood ice cream in freezers earlier this month. All stores are scheduled to have product in stock and on-shelf by April 26, at which time the locations will be added to the store locator on the [Nightfood website](#).

Demand from the billion-dollar Lowes chain is what created the opportunity for Nightfood to be distributed through Merchants Distributors, LLC (MDI). In addition to Lowes, MDI services over 500 additional retail food stores in the Carolinas, Georgia, Tennessee, Kentucky, Virginia, West Virginia, Alabama, Ohio, Pennsylvania, and Florida.

"As we gear up for the busy supermarket category review season, which begins in a few months, Lowes was one of the key accounts we focused on for the early part of the year," added Jim Christensen, Nightfood VP of Ice Cream Sales. "Consumers can expect additional distribution announcements in coming weeks as we work to make Nightfood available locally to a much larger portion of the American population."

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 identified nighttime specific food and beverages as one of their most "compelling and category changing" trends for the coming years

Nightfood ice cream is rolling out nationally, and has recently announced distribution in the popular Meijer supermarket chain throughout the Midwest, with concentration in the metropolitan areas of Chicago, Detroit, Indianapolis, Columbus, and Milwaukee.

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 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", for which they've successfully secured trademark rights.

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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