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Nightfood Announces Next Major Supermarket Chain, Shaw's and Star Market in New England

Tarrytown, NY, March 26, 2020 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the award-winning ice cream company addressing America's \$50 billion-dollar nighttime snacking problem, announced today that Nightfood ice cream is now available in Shaw's and Star Market locations.

A division of Albertsons Companies, one of the largest food and drug retailers in the United States, Shaw's and Star Markets operates over 150 stores through most of New England, including Massachusetts, New Hampshire, Vermont, Maine, and Rhode Island.

Nightfood's nighttime ice cream began appearing on shelves in early March.

The Nightfood brand is available at Shaw's and Star Markets in seven flavors, including Midnight Chocolate, Full Moon Vanilla, After Dinner Mint Chip, Cherry Eclipse (cherry ice cream with real cherries and chocolate chips), Milk & Cookie Dough, Bed and Breakfast (maple ice cream with waffle chunks), and Cookies n' Dreams.

"We're extremely excited for this partnership with Shaw's," commented Nightfood CEO Sean Folkson. "We'll be implementing an aggressive promotional plan to help get us off to a strong start, including in-store initiatives planned shortly after Nightfood hits their shelves. We've identified awareness campaigns that are really working well in some of our other chains and we're going to bring those to Shaw's starting on Day 1."

Nightfood is expected to retail at Shaw's and Star Market for \$4.99 per pint, in line with other premium and better-for-you ice cream brands.

As the Official Ice Cream of the American Pregnancy Association, Nightfood is now the recommended ice cream for over three million pregnant women across the United States. With more calcium, magnesium, protein and fiber than other ice creams, and less sugar, fewer calories, and no artificial sweeteners, Nightfood satisfies ice cream cravings with more of the nutrients pregnant moms need.

Nightfood has been featured recently in major mainstream media outlets such as The Rachael Ray Show, TheBump.com, BabyGaga, The Today Show, Oprah Magazine and more.

About Nightfood Holdings:

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

After manufacturing their first pint in early 2019, Nightfood secured ice cream distribution in

multiple Top-10 supermarket chains in the United States, with concentrations in the Carolinas, Mid-Atlantic, the upper Midwest, and New England.

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. Nightfood was also named Best New Ice Cream in the 2019 World Dairy Innovation Awards.

In February, 2020, it was announced that Nightfood received the endorsement of the American Pregnancy Association as the recommended ice cream for the over three million pregnant women in the United States at any given time. With more calcium, magnesium, zinc, fiber, and protein, and less sugar and a lower glycemic profile, Nightfood is now the Official Ice Cream of the American Pregnancy Association.

Over 80% of Americans snack regularly at night, resulting in an estimated 700M+ nighttime snack occasions weekly, and an annual spend on night snacks of over \$50 billion dollars, the majority of it on options that are understood to be both unhealthy, and disruptive to sleep quality.

Scientific research indicates these unhealthy nighttime cravings are driven by human biology. Willpower is also weakest at night, contributing to unhealthy night snacking behavior, and the majority of night snackers report feeling both guilty and out-of-control when it comes to their nighttime snacking.

Because unhealthy night snacking is biologically driven, and not a trend or a fad, management believes the category of nighttime-specific nutrition, which Nightfood is pioneering, will be a billion-dollar category.

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 is seeking licensing opportunities to market such products under the brand name "Half-Baked", for which they've successfully secured trademark rights.

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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