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## Nightfood Partners with etailz to Grow Amazon Presence and Revenues

TARRYTOWN, NY, Sept. 27, 2018 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE – Nightfood, Inc. (OTC: NGTF), the company pioneering the projected multi-billion dollar nighttime snacking category, has reached a partnership with fast-growing online marketplace specialist etailz.

etailz, recently acquired for \$75 million, and now a wholly owned subsidiary of NASDAQ traded Trans World Entertainment Corp, specializes in online marketplace growth acceleration for up and coming brands.

As part of the agreement, etailz will be the exclusive authorized reseller of Nightfood bars on Amazon. As online sales of ice cream quickly grow on Amazon, the two sides are also exploring adding Nightfood ice cream listings on Amazon to support the mass market rollout of the Nightfood ice cream line.

“In the first part of September, Nightfood once again set a record for quarterly revenue,” reported CEO, Sean Folkson. “Amazon currently represents a significant portion of our sales. This relationship will allow us to focus on the mass retail ice cream rollout while our partner etailz accelerates the growth of our Amazon business. Since the day they reached out to us, we’ve loved everything we’ve seen from the etailz team and their business philosophies. This is a fantastic move for our future.”

As Nightfood’s partner, etailz will work with Nightfood to understand their vision and drive growth, guiding their brand to marketplace success through industry-leading technologies, passionate teams, and a relentless commitment to innovation.

“We’re always excited to partner with innovative young brands like Nightfood,” commented Emily Hollenbeck of etailz. “Looking at their Amazon reviews, you can see how much consumers love this brand and their products. We have some powerful ideas to further grow awareness and online revenues.”

On September 20, 2018, etailz placed a significant purchase order with Nightfood to consummate the partnership.

### About Nightfood Holdings:

Nightfood Holdings, Inc. (OTC: NGTF), owns 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 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.

Consumer’s most popular choices are cookies, chips, and ice cream. 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 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](mailto:investors@Nightfood.com)

### **About etailz**

Leading the way in online marketplace retail, etailz, Inc. is the #1 Amazon marketplace retail and has over \$500M in lifetime marketplace sales. etailz partners with brands to sell their products on Amazon, Jet, eBay, Walmart and Wish utilizing its proprietary Perispect brand-watch software and best-in-class marketing strategies developed over the last decade. Founded in 2008, and profitable since 2009, Spokane-based etailz employs over 250 people. The company was acquired by Trans World Entertainment Corporation in October 2016.

For more information, visit <https://www.etailz.com>. Questions can be directed to <https://www.etailz.com/contact>.

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### **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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