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# Nightfood Ice Cream Coupon Program Launches March 1st, Over 33,000 Consumer Sign-Ups to Date

Tarrytown, NY, Feb. 28, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the innovative company solving America's \$50 billion-dollar nighttime snacking problem, has announced that over 33,000 consumers across the country have already requested coupons for newly launched Nightfood ice cream by entering the giveaway hosted at [NightfoodIceCream.com](https://www.NightfoodIceCream.com).

Nightfood was voted 2019 Product of the Year in the ice cream category as chosen by over 40,000 consumers in a study conducted by consumer research giant Kantar. Management is not surprised at the level of consumer interest, and the giveaway is on track to get over 100,000 entrants as previously predicted.

The ice cream is currently available in Meijer supermarket locations in the Midwest, and distribution is about to begin throughout New England and Northern California through relationships with New England Ice Cream and Wonder Ice Cream respectively.

"We're growing distribution rapidly so everybody will soon have a local store where they can use their coupon," explained Nightfood CEO Sean Folkson. "On Facebook and Instagram, consumers are begging us to come to their cities. The rollout process takes time, but I encourage investors to pay careful attention to the enthusiasm from both the consumer base and the media. That's what I believe will enable us to reach our distribution and revenue goals as we continue our national rollout with coming announcements."

The majority of the 33,000+ consumers will be receiving a "Buy 2, Get 1 Free" coupon, while some others will either receive a coupon for "Buy 1, Get 1 Free" or a coupon for a free pint with no purchase necessary.

Once the distribution and redemption process are tested and confirmed to be running smoothly, the Company will then activate its team of high-profile influencers to start promoting the giveaway.

The coupon program is being run in conjunction with [PromotionPod](#), who has previously run successful campaigns for brands such as Chobani, Halo Top, and BodyArmor.

Leading the national rollout is Jim Christensen, Nightfood's VP of Ice Cream Sales, who formerly held the same position for global ice cream giant Unilever, where he oversaw brands such as Breyers and Ben & Jerry's.

Management has a publicly stated goal of securing 10,000 points of distribution for Nightfood ice cream by March 31, 2020. Consumers will be notified as new distribution points begin stocking the ice cream. When Nightfood is available locally, the consumer can then print

and use their coupon.

### **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.

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](mailto: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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