

March 28, 2019



Nightfood Adds Distribution in North Carolina and South Carolina Through Merchants Distributors, LLC

Tarrytown, NY, March 28, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the innovative company solving America's \$50 billion-dollar nighttime snacking problem, has announced today that it has secured retail distribution in the states of North Carolina and South Carolina.

Distribution company Merchants Distributors, LLC ("MDI"), based in Hickory, North Carolina, will be distributing Nightfood to supermarkets throughout the region. Product was ordered initially to supply one major regional chain with locations throughout the Carolinas. MDI supplies ice cream and other food and non-food items to over 600 retail food stores in the states of North Carolina, South Carolina, Georgia, Tennessee, Kentucky, Virginia, West Virginia, Alabama, Ohio, Pennsylvania, and Florida

"MDI provides distribution to stores throughout the southeast," commented Jim Christensen, Nightfood's VP of Ice Cream Sales. "Initial distribution has been secured in a top-50 chain in the Carolinas and product will start hitting shelves in that retailer as early as next week."

Management is not yet able to announce Nightfood's newest retail partner, but an announcement is expected in the next two weeks or so. With shelf-presence in the Carolinas, Nightfood distribution will be in 15 states.

"Our plan is to further leverage MDI's distribution into other chains and independent retailers they service throughout the southeast," added Nightfood CEO Sean Folkson. "Every day we hear from consumers across the country that are looking for Nightfood in their local stores. We're doing everything we can to bring our amazing and in-demand sleep-friendly ice cream to consumers from coast to coast."

To help grow distribution, Nightfood recently partnered with [WeStock.io](https://www.westock.io), an app that gives consumers the power to request local retailers add new products such as Nightfood. As of the date of this release, Nightfood is the most highly requested brand on the WeStock platform. In fact, Nightfood's eight flavors currently occupy the top eight spots for most product requests.

"This is just one more step we're taking to stack the deck, to help ensure we get a yes from every retailer on our target list," added Folkson. "Along with our tremendous media coverage, and a great tasting, better-for-you ice cream, and growing sales figures, we're making it easier for the buyer to put the brand on shelf."

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

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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Source: NightFood Holdings, Inc.