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# Nightfood Filing for International Trademark Protection Within Ice Cream Category

Tarrytown, NY, April 10, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the innovative company solving America's \$50 billion-dollar nighttime snacking problem, recently received notice from the US Trademark Office that all requirements have been satisfied for registration of the Nightfood mark for ice cream in the United States. Formal registration is expected in late spring. The Company has also begun the process of registering the Nightfood mark for its ice cream brand in select strategic international territories.

Management is making this move in response to numerous inquiries received from overseas entities wanting to introduce Nightfood ice cream to their local markets.

"While we're not out there proactively seeking international opportunities at this time, we do feel overseas expansion is in our future assuming we're able to properly execute here in the US first," explained CEO Sean Folkson. "We've studied the international expansion paths taken by other disruptive brands in the ice cream space. Now, we're simply taking appropriate steps to protect our intellectual property while maximizing enterprise value for our shareholders."

Folkson wishes to point out that, while there are some ongoing talks with bona-fide international trade partners, investors should understand there currently is no firm timetable in place for international expansion.

"We've been very clear about our primary goal and focus of building a powerful domestic brand and securing distribution in 10,000 retail outlets here in the United States by March 31, 2020," continued Folkson. "It's not in our plan to allocate our capital and other resources to international expansion at this time, as we believe that would be premature. However, there are potential partners in highly desired markets with proven track records who have indicated interest in using their capital to bring Nightfood ice cream overseas sooner rather than later. It's our responsibility to be receptive to exploring those options, and to begin preparing for that eventual likelihood."

Pinnacle IP Strategies, LLC handles all of the company's intellectual property work and is overseeing the international filing process.

## 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](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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