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# Nightfood Ice Cream Product of the Year Logo Added to Packaging, Third Production Run of 2019 Scheduled in Three Weeks

Tarrytown, NY, April 22, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the innovative company solving America's \$50 billion-dollar nighttime snacking problem, announced today that the 2019 Product of the Year logo will be added to Nightfood ice cream packaging for its next production run, scheduled for the week of May 13.

This will be the third Nightfood production run in just over four months, each over 100,000 pints. The Company manufactured its first pint of ice cream on January 7, 2019 and has quickly established distribution in three of the top-50 revenue supermarket chains in the country, and distribution in over 15 states.

"The logo on the packaging is something that will drive trial and also aid in securing additional retail chains on our way to 10,000 points of distribution," explained Jim Christensen, Nightfood VP of Ice Cream Sales. "Retailers want that icon on the package for consumers to see."

In addition to the adding the Product of the Year icon, the Company will also use the packaging to promote a new online giveaway encouraging greater social media sharing of the Nightfood brand by consumers.

"When people share pictures of their Nightfood pints, their friends and followers respond with great positivity and curiosity," added CEO Sean Folkson. "By doing a little giveaway encouraging people to share more, our goal is to raise our profile on Instagram and Facebook while driving additional brand growth. Social media will play a major role in the coming days and weeks as we continue to add to our local distribution footprint."

Placing the Product of the Year icon on packaging boosts consumer trial at retail, as winners of the 32 year-old award have been shown to outperform category sales performance by over 38%.

## 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 through major regional supermarket chains such as Meijer and Lowes Foods.

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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