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SmallCapVoice.com Features Nightfood CEO Sean Folkson in an Exclusive Interview

AUSTIN, Texas, April 08, 2020 (GLOBE NEWSWIRE) -- SmallCapVoice.com, Inc. and Nightfood, Inc. (OTCQB: NGTF), the award-winning ice cream company addressing America's \$50 billion-dollar nighttime snacking problem, announced today that the Company is featured in a new audio interview at SmallCapVoice.com, Inc.

The interview can be heard at: <https://www.smallcapvoice.com/4-2020-interview-nightfood-ngtf/>.

Nightfood CEO Sean Folkson, called back in to SmallCapVoice.com, Inc. to discuss recent Nightfood developments as the Official Ice Cream of the American Pregnancy Association (APA). Nightfood is now being formally recommended by the APA to over 3,000,000 pregnant moms as a healthier option for ever-present pregnancy cravings.

Folkson reminded investors that Nightfood, at its core, is still focused on the \$50 billion dollar nighttime snacking market and that serving the needs of pregnant women with Nightfood ice cream will accelerate company goals of leading the sleep-friendly snack space. The interview also touched on projects and partnerships the Company is currently exploring and what shareholders should be on the look for from the Company in the coming months.

"We're working to weave Nightfood ice cream into the fabric of American pregnancy," commented Folkson. "We have some partnerships that are going to be announced that I think are going to make people realize that, without a doubt, Nightfood is on the way to being a really important brand in the pregnancy space."

Discussing the size of the pregnancy market, Folkson provided some context by pointing out that the demographic of 3,000,000 pregnant women in the U.S. at any given time is equivalent to, or larger than, the estimated number of vegans in the U.S. It also approximates the total number of women on the keto diet, an eating strategy that has become extremely popular in recent years.

Many food brands in the vegan and keto niches already boast valuations in the hundreds of millions of dollars. With the pregnancy market being of similar size, ice cream being the most popular pregnancy craving, and no other brands catering to the nutritional needs of pregnant moms, Folkson believes Nightfood can grow very rapidly as it continues to gain traction and awareness within that demographic.

About SmallCapVoice.com, Inc.

SmallCapVoice.com, Inc. is a recognized corporate investor relations firm, with clients nationwide, known for its ability to help emerging growth companies, small cap and micro-

cap stocks build a following among retail and institutional investors. SmallCapVoice.com utilizes its stock newsletter to feature its daily stock picks, podcasts, as well as its clients' financial news releases. SmallCapVoice.com also offers individual investors all the tools they need to make informed decisions about the stocks in which they are interested. Tools like stock charts, stock alerts, and Company Information Sheets can assist with investing in stocks that are traded on the OTCMarkets. To learn more about SmallCapVoice.com and its services, please visit <https://www.smallcapvoice.com/small-cap-stock-otc-investor-relations-financial-public-relations/>.

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About Nightfood Holdings:

Nightfood Holdings, Inc. ([NGTF](#)), owns Nightfood, Inc. and MJ Munchies, Inc.

After manufacturing their first pint in early 2019, Nightfood secured ice cream distribution in multiple Top-10 supermarket chains in the United States, with concentrations in the Carolinas, Mid-Atlantic, the upper Midwest, and New England.

Management has also begun to focus on distribution of Nightfood sleep-friendly ice cream in hotels across the United States, and is currently available in certain locations of chains such as Fairfield Inn & Suites (Marriott), Hilton Garden Inn (Hilton), Staybridge Suites (InterContinental Hotels Group), and Residence Inn (Marriott).

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. On June 26, 2019, Nightfood was named Best New Ice Cream in the 2019 World Dairy Innovation Awards.

Over 80% of Americans snack regularly at night, resulting in an estimated 700M+ nighttime snack occasions weekly, and an annual spend on night snacks of over \$50 billion dollars, the majority of it on options that are understood to be both unhealthy, and disruptive to sleep quality.

Scientific research indicates these unhealthy nighttime cravings are driven by human biology. Willpower is also weakest at night, contributing to unhealthy night snacking behavior, and the majority of night snackers report feeling both guilty and out-of-control when it comes to their nighttime snacking.

Because unhealthy night snacking is biologically driven, and not a trend or a fad, management believes the category of nighttime-specific nutrition, which Nightfood is pioneering, will be a billion-dollar category.

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 is seeking licensing opportunities to market such products under the brand name "Half-Baked", for which they've successfully secured

trademark rights.

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.