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# The Today Show Features Nightfood Award-Winning Sleep-Friendly Ice Cream as a Better Basics Fall Favorite on Thursday, October 24

Tarrytown, NY, Oct. 25, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the start-up ice cream company pioneering the sleep-friendly nutrition category in response to America's \$50 billion-dollar unhealthy nighttime snacking problem, is proud to announce that Nightfood ice cream was featured on The Today Show yesterday, October 24 as a "Better Basics Fall Favorite."

The segment, which featured various unique products that are great for the fall, showed Today Show Anchors Hoda Kotb and Craig Melvin with lifestyle expert Jenn Falik. The New York based on-air personality recently discovered sleep-friendly Nightfood ice cream and included it in her picks of Fall Favorites.

In the broadcast, Falik introduced Nightfood by saying:

"It gets dark early in the fall and you want to cozy up with a pint of ice cream, this is Nightfood!" after which the anchors tasted the ice cream while Falik explained it was formulated with better sleep in mind.

During the segment, Falik identified her favorite Nightfood flavor, Bed and Breakfast, which is sleep-friendly maple ice cream with waffle chunks. The full 4-minute segment can be viewed at [Today.com](http://Today.com).

"Media and consumers have been fascinated with Nightfood since before we manufactured our first pint," remarked CEO Sean Folkson. "We predicted Nightfood would be a media sensation during product development. We've had some huge publicity already this year, and I think it's every founder's dream to have their product featured on The Today Show. We expect this level of media coverage to continue influencing supermarket decision-makers to put Nightfood on more shelves, and driving consumer awareness."

The recently launched ice cream line was formulated by sleep experts with the mission of providing better snacking to the millions of Americans eating ice cream on any given night. The Company describes sleep-friendly Nightfood as "Lower in sugar, less fat, and fewer calories...plus, certain minerals, digestive enzymes, and amino acids recommended by our sleep and nutrition experts. The result is a delicious ice cream that satisfies those nighttime cravings in a better, healthier, more sleep-friendly way."

A growing number of scientific studies have recently linked sleep quality with nutritional choices. In the last few months, major consumer outlets have reported on the link between

nutrition and sleep, such as Self Magazine, Livestrong, The Doctors, and MSN.

With consumers already spending over \$50 billion annually on nighttime snacks, and most consumers reporting general dissatisfaction with sleep and energy levels, Nightfood management believes the nighttime-specific nutrition category has a billion-dollar future.

In addition to The Today Show, Nightfood ice cream has been featured by major outlets such as Oprah Magazine, The Wall Street Journal, USA Today, The Washington Post, Fast Company, Fox Business News, Cheddar, Yahoo Finance, and dozens more.

### **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. On June 27, 2019, Nightfood announced it had won Best New Ice Cream in the 2019 World Dairy Innovation Awards.

With the overwhelming majority of at-home ice cream consumption occurring in the hours before bed, Nightfood believes its sleep-friendly nighttime ice cream, formulated by sleep and nutrition experts, is the next evolution in the significant better-for-you ice cream category.

Market research giant Mintel identified nighttime specific food and beverages as one of their most “compelling and category changing” trends for the coming years

After manufacturing their first pint in early 2019, Nightfood ice cream is quickly establishing a national footprint. The brand has recently announced distribution in four of the top fifty supermarket chains in the United States. This includes over 100 locations of the Meijer supermarket chain throughout the Midwest, with concentration around the metropolitan areas of Chicago, Detroit, Indianapolis, Columbus, and Milwaukee, Lowe's Foods, with 78 stores in the Carolinas, and Harris Teeter, with over 250 locations in North Carolina, South Carolina, Virginia, Georgia, Maryland, Delaware, Florida, and the District of Columbia.

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>

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](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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