

February 8, 2019



# Nightfood® Nighttime Ice Cream Wins 2019 Product of the Year Award, National Retail Roll-Out to Begin in Two Weeks

Tarrytown, NY, Feb. 08, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTC: NGTF), the innovative company solving America's \$50 billion-dollar nighttime snacking problem, is proud to announce that "sleep-friendly" Nightfood ice cream has been voted best new ice cream of 2019 in a survey of over 40,000 consumers.

The annual Product of the Year survey, the world's largest consumer-voted award for product innovation, is conducted by Kantar, a global leader in consumer research. In beating out the other finalists, consumers indicated that Nightfood's one-of-a-kind innovation and unique value proposition made it a clear-cut winner in the ice cream space, and a brand they were highly motivated to try.

Winning this prestigious award comes with numerous benefits which management expects will facilitate a rapid and successful national roll-out, making Nightfood® a breakout brand in 2019.

"We're both honored and emboldened to have won 2019 [Product of the Year](#)," remarked Sean Folkson, Nightfood CEO. "With our team of leading sleep and nutrition experts, we developed a delicious and better-for-you ice cream line that delivers premium ice cream taste and texture while solving a massive consumer dilemma. There are well over 100,000,000 American consumers eating ice cream at night. Nightfood® obviously has the market very excited. The sky is the limit for this brand."

Nightfood® now has the rights to use the iconic "Product of the Year" logo on packaging, advertising, website, and in-store displays. The logo has proven to powerfully drive additional consumer trial and sales. Winners of the 32 year-old award have been shown to outperform category sales performance by over 38%

In addition, Nightfood® will be featured in the Product of the Year nationwide publicity campaign, which averages over 350 Million media impressions annually. As in past years, coverage is expected to include The Today Show, Extra, Women's Day, The View, The Wall Street Journal, Fox & Friends, The Wendy Williams Show, People, Woman's World, Parade, The Huffington Post, and countless regional outlets and trade publications.

"For a new brand, this is like winning the lottery," added Jim Christensen, Nightfood's VP of Ice Cream Sales and long-time ice cream industry veteran. "Overnight, we're now guaranteed millions of dollars of national publicity, plus greater consumer and retailer confidence."

"Backed by the votes of over 40,000 everyday consumers, the distinctive Product of the

Year logo helps shoppers identify the best new products in the supermarket, and saves them valuable time and money during the shopping experience,” said Mike Nolan, CEO of Product of the Year. “In an increasingly competitive and saturated marketplace, the Product of the Year seal of approval gives our winning products a powerful tool proven to increase product trial, consumer awareness, distribution and sales.”

The Company recently announced product has already been shipped to fulfill purchase orders from its first major regional supermarket chain which can only be publicly identified after product is on-shelf later this month. In addition, a regional distribution relationship was announced last week with New England Ice Cream Corporation, which distributes to thousands of outlets across New England. Management expects additional distribution announcements to follow throughout the coming weeks and months, as a national retail presence is quickly established for this award-winning product line.

### **About Nightfood Holdings:**

Nightfood Holdings, Inc. (OTC: NGTF), owns Nightfood, Inc. and MJ Munchies, Inc.

Nightfood, Inc. “The Nighttime Snack Company”, provides consumers delicious, better-for-you, sleep-friendly choices for evening snacking. According to IRI Worldwide, 44% of snack consumption occurs at night, representing a consumer spend of over \$1B weekly on nighttime snacks in the US.

The Company has developed a dynamic infographic at <http://NightSnacking.com> as a definitive consumer and media resource clearly illustrating the size and scope of the largely untapped nighttime snack category.

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.

Ice cream is now the 2nd most popular night snack choice. Almost half of all consumers reach for ice cream at night, and it is estimated that 80% of all at-home ice cream consumption occurs shortly before bed. Available in 8 delicious flavors, Nightfood® ice cream can help consumers satisfy nighttime cravings in a better, healthier, more sleep friendly way.

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 may be 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”. Munchies is currently preparing a patent application with the USPTO for a proprietary ingredient to be used in Half-Baked snacks that Management believes will give it a unique and defensible competitive advantage against other recreational edible brands. The Company believes tremendous opportunities currently exist to launch successful and legally compliant products in this space, and that such

opportunities will continue to grow over time.

For more information, visit <http://ir.Nightfood.com> and <http://Nightfood.com>

Questions can be directed to [investors@Nightfood.com](mailto:investors@Nightfood.com)

### **About Product of the Year:**

Product of the Year is the world's largest consumer-voted award for product innovation. Established over 30 years ago, POY currently operates in over 40 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Product of the Year winners are backed by the votes of 40,000 consumers in a national representative study conducted by research partner Kantar, a global leader in consumer research. The award is a powerful merchandising program for marketers proven to increase product sales, distribution and awareness. Winning products are announced in February each year and receive the right to use the Product of the Year logo in marketing communications for two years. For more information, visit [productoftheyearusa.com](http://productoftheyearusa.com).

The complete list of the 36 winning products of the 2019 Product of the Year Award can be found at [productoftheyearusa.com](http://productoftheyearusa.com), and follow along socially with #POYUSA2019 on [Instagram](#), [Facebook](#) and [Twitter](#).

### **About Kantar**

Kantar is the world's leading marketing data, insight and consultancy company. We know more about how people live, feel, shop, vote, watch and post worldwide than any other company. Working across the entire sales and marketing lifecycle, we help brands uncover growth in an extraordinary world. Kantar is part of WPP and its services are employed by over half of the Fortune 500 companies in 100 countries.

### **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.