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# Nightfood Independent Research Study: 67% of Consumers Surveyed Responded They Would Definitely Buy Nightfood Ice Cream When Available

TARRYTOWN, NY, Oct. 22, 2018 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE – Nightfood, Inc. (OTC: NGTF), the company pioneering the projected multi-billion dollar nighttime snacking category recently received the results of an independent market research study.

New Jersey-based VS Research was commissioned by the Company to survey 300 consumers who regularly consume leading “better-for-you” ice cream brands.

“Over 67% of consumers said they would definitely buy Nightfood if it were available where they shop,” commented Lisa Brick, Senior Researcher of VS Research, who conducted the study. “And, over 80% of consumers indicated Nightfood ice cream was highly relevant to their ‘wants and needs’, giving it 4 or 5 stars.”

“Obviously this purchase intent information gets enthusiastically shared with the major retailers we’re meeting with, and should factor quite heavily in their decision to place the product in their stores,” explained Nightfood CEO Sean Folkson. “New information has been received since our investor call last week. We’re now 100% confident Nightfood will have meaningful retail distribution starting in Q1.”

In addition to the quantitative metrics gathered, open ended responses were collected:

- “Just the fact that it says it’s nighttime ice cream, that’s like giving you permission to eat ice cream at night”
- “It has healthy ingredients which makes me want to buy it more and enjoy eating ice cream. I love this brand already!”
- “I am excited that it’s recommended by sleep experts”

Approximately half of all consumers report regularly snacking on ice cream at night. Nightfood’s nutrition and sleep experts have crafted better-for-you and delicious ice cream flavors and recipes that are more appropriate for nighttime consumption. Nightfood flavors set to hit shelves in Q1 include Midnight Chocolate, Full Moon Vanilla, After-Dinner Mint Chip, Cookies n’ Dreams, Cherry Eclipse, Milk & Cookie Dough, Cold-Brew Decaf, and Breakfast in Bed.

Working to secure additional retail footprint for the launch, Management has meetings

remaining in October with two of the top fifteen retailers in the country. More retailer meetings are scheduled in November and beyond.

### **About Nightfood Holdings:**

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

Nightfood, Inc, "The Nighttime Snack Company", is a snack food company dedicated to providing 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. 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.

Consumer's most popular choices are cookies, chips, and ice cream. Nightfood creates, manufactures, and distributes snacks formulated to help consumers satisfy nighttime cravings in a better, healthier, more sleep friendly way.

MJ Munchies, Inc. was recently formed 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)

### **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.

Media Contact:  
Tim Sullivan  
[media@Nightfood.com](mailto:media@Nightfood.com)  
732-816-0239

Investor Contact:  
Stuart Smith  
[investors@Nightfood.com](mailto:investors@Nightfood.com)  
888-888-6444, x3



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