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# Nightfood® Brand Concept Indirectly Affirmed by Outrageous New Burger Creation

Tarrytown, NY, Oct. 31, 2018 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTC: NGTF), the company pioneering the projected multi-billion dollar nighttime snacking category, has received additional mainstream concept validation from an unexpected source.

The Nightmare King is a Halloween-themed burger that Burger King® claims will actually induce nightmares in consumers. The burger chain went so far as to conduct clinical studies which they claim prove that eating this burger makes it 3.5 times more likely consumers will have nightmares.

Nightfood sleep experts don't necessarily agree with the conclusions from the research, and definitely don't plan to create snacks formulated to give people nightmares. However, this is mainstream market validation of the direct link between nutrition and sleep. It is this direct connection which Nightfood is applying to pioneer the better-for-you night snacking category, which many industry experts see generating billions in revenue in the coming years.

"Nightfood's core concept is that whatever you eat before bed will impact your sleep for better or worse," explained Nightfood founder Sean Folkson. "When a massive corporation like Burger King makes this connection, whether in a serious or humorous way, it helps establish the diet and sleep link into the minds of the consumer, and the awareness of the media."

"We've certainly seen an increase recently in the research connecting diet and sleep, something I've been studying for over a decade," explained Dr. Michael Grandner, Nightfood Scientific Advisor and The Director of the University of Arizona Sleep and Health Research Program.

"I believe better night snacking is something consumers can latch onto very quickly, and easily incorporate into their lives," added Dr. Lauren Broch, also a member of the Nightfood Scientific Advisory Board, who possesses a multi-disciplinary background specializing in both sleep and nutrition. "The fact that nighttime nutritional choices can directly impact sleep is gaining awareness."

As the Company is currently launching Nightfood ice cream across the country, great interest and curiosity is expected from the media and consumers alike.

"The media was obviously attracted to this story, and understandably so. We expect media interest in the link between nutrition and sleep to continue to grow in the coming months and years," said Tim Sullivan, President of T3 Shamrock Media, the public relations agency of

record for Nightfood. "Nutrition and sleep are both evergreen topics that the media loves to cover, even more so when something new and interesting like Nightfood ice cream comes along. Nightfood is the pioneering sleep-friendly snack company, creating what will be a massive new category in both products and our national conversation."

Nightfood Management notes that this news release was prepared without participation or review from Burger King.

### **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.

Consumers' 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.

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