

May 23, 2019



Nightfood Ice Cream Announces Distribution in 3rd Top-50 Supermarket Chain: Woodman's Markets in the Midwest; NGTF Investor Call Details Announced

Tarrytown, NY, May 23, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the innovative ice cream company solving America's \$50 billion-dollar nighttime snacking problem, announced today that distribution of Nightfood nighttime ice cream began recently in Woodman's Markets stores in Wisconsin and Illinois.

Woodman's joins the Meijer chain in the midwest and Lowes Foods in the Carolinas as the third Progressive Grocer magazine Top-50 US supermarket chain to carry Nightfood.

Woodman's, founded in 1919 and celebrating their 100th anniversary this year, operates 17 ultra-high volume stores and has an eighteenth scheduled to open in the fall. According to Progressive Grocer magazine, "the voice of the retail food industry since 1922", each Woodman's location averages 2-3 times the revenue of most of the other chains on their top-50 list.

"We're thrilled to have Nightfood available at Woodman's," commented Sean Folkson, Nightfood CEO. "This is a legendary chain that sees a ton of foot-traffic, and we think it's just a perfect fit. Most of the other major chains have a more structured review and reset calendar, which means a longer process to get on shelf. We're in four Woodman's locations to date, one was added last week, and we expect more to be added as the days go by."

Management decided to make this announcement at this time because a consumer had recently posted pictures of Nightfood in Woodman's freezers on Facebook. There was speculation among investors as to which new chain had added the product and the Company wanted to be sure all investors had access to the same information.

In addition to the Woodman's announcement, the Company has scheduled an investor conference call for Tuesday, May 28, 2019, at 4:30 PM eastern.

Investors and other interested parties are invited to submit questions for the Company by E-mail to investors@nightfood.com. To be considered for the call, questions must be received by 12PM eastern on Friday, May 24, 2019.

Stuart Smith, of SmallCapVoice.com, will compile a list of questions and submit them to the Company prior to the conference call. Which questions will be addressed will be based on relevance to the overall shareholder base and Management's ability to sufficiently address the question in light of public disclosure rules.

To access the call:

Dial-In Number: 1-857-232-0157

Access Code: 422095

For those unable to participate in the conference call at that time, a replay will be available at SmallCapVoice.com shortly after the call has concluded.

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.

With the overwhelming majority of at-home ice cream consumption occurring in the hours before bed, Nightfood's sleep-friendly nighttime ice cream, formulated by sleep and nutrition experts, delivers benefits found in no other product on the market.

Market research giant Mintel identified nighttime specific food and beverages as one of their most "compelling and

category changing” trends for the coming years

Nightfood ice cream is rolling out nationally and has recently announced distribution in the popular Meijer supermarket chain throughout the Midwest, with concentration in the metropolitan areas of Chicago, Detroit, Indianapolis, Columbus, and Milwaukee, as well as Lowes Foods, with 78 stores in the Carolinas and Virginia.

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://nightfood.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 intends to market some of these new products under the brand name “Half-Baked”, for which they’ve successfully secured trademark rights.

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

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.