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Nightfood Appoints Jennifer Mitchell, Former North American CEO of MAM Baby Products, as Nightfood COO and National Sales Director

Tarrytown, NY, July 29, 2020 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the better-for-you snack company targeting the \$50 billion consumers spend on nighttime snacks, and the Official Ice Cream of the American Pregnancy Association, announced today that Jennifer Mitchell, former North American CEO of leading baby products company MAM, has joined Nightfood in a full-time capacity as Chief Operating Officer and National Sales Director.

Mitchell spent over four years as CEO of North America at MAM, a leading international baby products company which is the global and United States market share leader in pacifiers. Mitchell has worked extensively with major retailers such as Walmart, Target, Amazon, Buy Buy Baby, CVS, Walgreens, and Publix, and directly managed sales relationships with these chains.

Prior to her time with MAM, Mitchell excelled in leadership and management positions during long tenures at consumer goods giants Gillette and Clorox. Mitchell also currently serves as Vice Chairman of the Juvenile Products Manufacturers Association.

“Jennifer is an accomplished consumer goods executive with a track record of delivering massive growth and operational efficiencies,” commented Nightfood CEO Sean Folkson. “Having her on the team will greatly enhance our position in our ongoing talks with the national retail chains with which she has so much direct experience. In addition, she will focus on building out the organizational structure required to support national distribution.”

Nightfood recently contracted with a \$3B+ national consumer goods broker to expand distribution of Nightfood ice cream into national supermarket chains and big box retail. Mitchell will take over these account and broker relationships while supporting Nightfood’s ongoing sales activities.

“I’m excited to create a future for Nightfood that includes a national retail footprint and a permanent place in the lives of millions of consumers,” said Mitchell. “My family and I love the product. Being a mom of four, and having extensive experience growing a brand in the baby space, I believe opportunities exist immediately for more robust distribution and creative business partnerships that can take the Nightfood brand to a new level.”

Nightfood ice cream, launched in 2019, is currently available in divisions of supermarket giants Kroger, Albertsons, and H-E-B. Management is targeting additional supermarket distribution and introduction into big box retail. The brand has recently announced imminent

distribution into supermarket banners in both the New York Metropolitan Area, and the Pacific Northwest.

As the official ice cream of the American Pregnancy Association, Management believes the opportunity exists to enter households during the pregnancy window, which approximately 4 million households go through annually, and remain a beloved ice cream and snack brand through the family lifecycle. With over 80% of Americans snacking regularly at night, Folkson and Mitchell share the vision of a billion-dollar nighttime snack category.

“We’re very fortunate at this time to add an experienced executive in Jennifer Mitchell who understands the commitment of grinding 24/7 to grow a small company,” added Folkson. “Along with myself and Jim Christensen, adding Jennifer and a leading national broker confirms to potential distribution partners that we’re fully capable of performing on a national level.”

Mitchell’s compensation package, like Folkson’s, contains a monthly cash component along with stock and warrant bonuses which can be earned only as the Company crosses major revenue thresholds.

Mitchell continued, “I’m looking forward to helping to lead this young company with a big vision, tremendous upside, improving the lives of parents and children...I’m excited about what the future holds.”

About Nightfood Holdings:

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

Nightfood has expanded distribution for its ice cream into major divisions of the largest supermarket chains in the United States: Kroger (Harris Teeter), Albertsons Companies (Jewel-Osco and Shaw’s and Star Markets), and H-E-B (Central Market) as well as Lowe’s Foods, Rouses Markets, and other independent retailers.

Nightfood won the 2019 Product of the Year award in the ice cream category in a Kantar survey of over 40,000 consumers. Nightfood was also named Best New Ice Cream in the 2019 World Dairy Innovation Awards.

Nightfood has been endorsed as the Official Ice Cream of the American Pregnancy Association and is the recommended ice cream for pregnant women. There are approximately 3,000,000 pregnant women in the United States at any given time, and ice cream is the single most-widely reported pregnancy craving. With more calcium, magnesium, zinc, fiber, and protein, less sugar and a lower glycemic profile than regular ice cream, Nightfood has been identified as a better choice for expectant mothers.

Nightfood is not just for pregnant women. Over 80% of Americans snack regularly at night, resulting in an estimated 700M+ nighttime snack occasions weekly, and an annual spend on night snacks of over \$50 billion dollars, the majority of it on options that are understood to be both unhealthy, and disruptive to sleep quality.

Scientific research indicates these unhealthy nighttime cravings are driven by human biology. Willpower is also weakest at night, contributing to unhealthy night snacking behavior, and the majority of night snackers report feeling both guilty and out-of-control

when it comes to their nighttime snacking.

Because unhealthy night snacking is believed to be biologically driven, and not a trend or a fad, management believes the category of nighttime-specific nutrition, which Nightfood is pioneering, will be a billion-dollar category.

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

Management also encourages Nightfood shareholders to connect with the Company via these methods:

E-mail: By signing up at ir.nightfood.com, investors can receive updates of filings and news releases in their inbox.

Telegram: There is now a live, interactive Telegram group which interested parties can join to reach team members and discuss Nightfood. Ask questions, learn more about the company and discuss future prospects. Join the Telegram Group Here: <https://t.me/NightfoodHoldings>

YouTube: The company has established a new YouTube series which will feature weekly videos with team members, insights into latest industry developments, and provide a behind the scenes look at the latest company developments. [Click here](#) to subscribe to Nightfood's YouTube channel.

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.