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# Nightfood Ice Cream Expanding Distribution to Sixteen States; Second Production Run This Week, Initial Feedback is Strong

Tarrytown, NY, March 11, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the innovative company solving America's \$50 billion-dollar nighttime snacking problem, has announced that the second production run of Nightfood ice cream will begin this week, and is scheduled to be completed the week of March 18.

As previously announced on February 1, before the national roll-out had begun, Management decided to initiate this second production run shortly after the initial run of over 100,000 pints. Reasons given were newly secured distribution deals combined with the positive consumer feedback and reviews from individuals and media that have tried the product.

"We now have customers sending us pictures of sold out flavors in stores," commented Jim Christensen, Nightfood VP of Ice Cream Sales and former long-time Unilever ice cream executive. "The sales data to this point is very preliminary, but the numbers we've received have definitely exceeded my expectations."

Nightfood won the 2019 Product of the Year Award in the ice cream category, in a Kantar survey of over 40,000 consumers, beating out the other finalists with its unique innovation and value proposition. The Nightfood brand has recently been featured in major media outlets such as USA Today, MarketWatch, The Washington Post, Fox Business, and more.

"Incredible interest from the media and from consumers shows we've struck a nerve... the reviews and feedback on the product itself tell me this is going to be a home run," added Nightfood CEO Sean Folkson. "Now that we've confirmed strong product-market fit, all that's left to do is execute the national roll-out. When I left the R&D lab back in September, I knew we had created something very special."

This second production run is expected to deliver over 120,000 pints of Nightfood, providing additional inventory for new distribution deals that have been confirmed, but not yet announced publicly. With these new commitments, the ice cream will soon be available at retail in sixteen states across the country. Management has established a target of securing distribution in 10,000 retail outlets by March 31, 2020.

## **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 recently released a report identifying nighttime specific food and beverages as one of their most "compelling and category changing" trends for 2017 and beyond.

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.

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 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", 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](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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Source: NightFood Holdings, Inc.