

May 2, 2017



NightFood CEO Interview on Fox Business

TARRYTOWN, NY -- (Marketwired) -- 05/02/17 -- NightFood Holdings, Inc. (OTCQB: NGTF), a fully reporting "better-for-you" snack company, announced that an interview with company CEO Sean Folkson aired on New to the Street nationwide on Fox Business Network on Sunday, April 30, 2017.

NightFood Inc. is the first and only snack company specifically focused on giving consumers a better, healthier, more sleep-friendly way to tackle unhealthy nighttime cravings.

"Whenever I have the opportunity to communicate our story to consumers or investors, it's inevitable that people tell me how night snacking is a challenge for them, or a family member. When you're dealing with something that impacts 70% of consumers, that's to be expected," explained Folkson.

Jane King, former CNN and Bloomberg Wall Street correspondent, and co-founder of LilaMax media, made her New to the Street debut, interviewing Folkson. "With consumers growing desire to eat healthier, and now understanding more about night snacking, it certainly seems that there is an interesting opportunity in the marketplace," commented King. "My personal favorite is the Midnight Chocolate Crunch. I loved the coating on the outside and definitely felt full after eating it. I would have loved to try the Cookies n' Dreams too but my kids ate all of them before I could get to them!"

In the interview, Folkson and King discussed the size of the nighttime snack market, where consumers spend over \$50B annually in snacks consumed after dinner. Also covered were the biological factors that drive the unhealthy nighttime snacking behavior that causes so many consumers to reach for cookies, chips, ice cream, and candy in the hours immediately before bed.

"With our current line of nutrition bars, and as we grow our line to include more flavors and snack formats, our focus is always on craving satisfaction and the nutritional impact of what we eat on how we sleep," continued Folkson. "I'd like to thank the folks at New to the Street, and Jane King, for working with us to bring this story forward through the airing on Fox."

"NEW TO THE STREET" on Fox Business Network April 30, 2017 featured NightFood Holdings, Inc. (NGTF) in addition to Genoil Corp., Vystar Corp., and Bigfoot Projects Investments

The show aired at 1PM eastern. The video can be viewed on the [NightFood page](#) on the OTCMarkets website.

About Nightfood:

NightFood (OTCQB: NGTF), "The Nighttime Snack Company", is a snack food company dedicated to providing consumers delicious, better-for-you choices for evening snacking. NightFood is the first company to create products to address the unique nutritional needs

consumers have at night. 44% of snack consumption occurs at night, representing a consumer spend of over \$1B weekly on nighttime snacks. NightFood creates, manufactures, and distributes products to help consumers satisfy nighttime cravings in a better, healthier, more sleep friendly way. For more information, visit <http://ir.nightfood.com> and www.nightfood.com

About FMW Media Works Corp. (["NEW TO THE STREET"](http://www.NewToTheStreet.com))

[FMW Media Works Corp.](http://www.NewToTheStreet.com) is a leading provider of business profiles and special corporate programming. FMW Media Works produces "NEW TO THE STREET" which paves the way to the latest financial issues, offering a blend of business and financial services news reporting and in-depth interviews relating to new products, economic analysis, and public company profiles. "NEW TO THE STREET" airs as paid TV programming, and airs in the United States reaching potentially 100 million homes, in Canada reaching potentially more than 5.3 million homes, and viewed on other select International stations. Visit www.NewToTheStreet.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.