

October 29, 2019



Nightfood Hires MSourceldeas and Industry Expert Lionel Binnie to Develop Distribution Footprint in College Campus and Hospitality Markets

Tarrytown, NY, Oct. 29, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE -- Nightfood, Inc. (OTCQB: NGTF), the start-up ice cream company addressing America's \$50 billion-dollar nighttime snacking problem, has engaged Lionel Binnie, founder of MSourceldeas, to grow Nightfood distribution and partnerships in non-traditional retail channels.

The MSource engagement focuses primarily on corporate-level hotel marketing partnerships and expanding college campus distribution, an area in which Mr. Binnie has extensive experience and connections.

"These alternative retail channels can not only enhance sales volume, but also provide exceptional brand visibility for us," remarked Sean Folkson, Nightfood CEO. "We have concepts in place for hotel partnerships, in particular, that we're very excited about. We expect that adding Lionel to the team will accelerate this process and eliminate the learning curve."

Nightfood recently announced that its line of ice cream is now available through America's number one national wholesale distributor in servicing the campus retail, and hospitality industries. The Company plans to attack this market on two fronts: through corporate relationships, spearheaded by Mr. Binnie, and by working with the local distribution centers and local brokers to add additional accounts at the local level.

"Nightfood is a brand with powerful positioning that I believe can carve out a segment of the market all to itself," commented Mr. Binnie. "We can make a compelling case that any outlet in these verticals that are currently selling pints should have Nightfood available in their freezer."

Nightfood's distribution partner services approximately 2,600 college campuses and thousands more hotel locations across the United States. The Company plans to leverage this new distribution capability to complement the roll-out of Nightfood ice cream through supermarket locations throughout the country.

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. On June 27, 2019, Nightfood announced it had won Best New Ice Cream in the 2019 World

Dairy Innovation Awards.

With the overwhelming majority of at-home ice cream consumption occurring in the hours before bed, Nightfood believes its sleep-friendly nighttime ice cream, formulated by sleep and nutrition experts, is the next evolution in the significant better-for-you ice cream category.

Market research giant Mintel identified nighttime specific food and beverages as one of their most "compelling and category changing" trends for the coming years.

After manufacturing their first pint in early 2019, Nightfood ice cream is quickly establishing a national footprint. The brand has recently announced distribution in four of the top fifty supermarket chains in the United States. This includes over 100 locations of the Meijer supermarket chain throughout the Midwest, with concentration around the metropolitan areas of Chicago, Detroit, Indianapolis, Columbus, and Milwaukee, Lowe's Foods, with 78 stores in the Carolinas, and Harris Teeter, with over 250 locations in North Carolina, South Carolina, Virginia, Georgia, Maryland, Delaware, Florida, and the District of Columbia .

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>

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

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.

Media Contact:

Tim Sullivan
media@Nightfood.com
732-816-0239

Investor Contact:

Stuart Smith
investors@Nightfood.com
888-888-6444, x3



Source: NightFood Holdings, Inc.