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NightFood (NGTF) Completes Largest Production Run to Date, Setting Sights on Additional Products

TARRYTOWN, NY, March 09, 2018 (GLOBE NEWSWIRE) -- NightFood Holdings, Inc. (OTC: NGTF) the category leading, better-for-you, sleep-friendly nighttime snack company, today announced that the Company has completed its largest production run of NightFood nutrition bars to date.

Over \$400,000 worth of product at retail value was produced last week, and delivered to the NightFood fulfillment center on Monday, March 5. All retail back-orders have now been fulfilled, and inventory is currently on the way to Amazon distribution centers across the country.

NightFood is currently available in two popular flavors, Cookies n' Dreams, and Midnight Chocolate Crunch. To meet demand, management is committed to the introduction of additional flavors and gluten free options for additional production in 2018.

"We have a couple of bar flavors in mind, but are also considering running a contest where fans can suggest, and maybe even vote on, flavors," explained Company CEO, Sean Folkson. "I have a personal favorite we tested internally a while back, but I think we're going to listen to our customer base on this one."

The Company has also announced it has re-initiated discussions with a major regional ice cream distributor that wishes to launch the NightFood ice cream brand in the second half of 2018.

With additional industry focus on the nighttime snacking occasion, and ice cream being among the most popular nighttime snacks, management believes now is the time to take this step to further solidify their position as the leaders in what is expected to grow to a billion dollar category in the coming years.

About NightFood:

NightFood (OTC: NGTF), operates both NightFood, Inc. and MJ Munchies, Inc.

NightFood, Inc, "The Nighttime Snack Company", is a snack food company dedicated to providing consumers delicious, better-for-you, sleep-friendly choices for evening snacking. According to IRI Worldwide, 44% of snack consumption occurs at night, representing a consumer spend of over \$1B weekly on nighttime snacks.

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.

Currently, consumer's most popular choices are cookies, chips, ice cream, and candy.

These options are generally understood to be unhealthy, and often contain ingredients and nutritional profiles that can impair sleep quality. NightFood creates, manufactures, and distributes snacks formulated to help consumers satisfy nighttime cravings in a better, healthier, more sleep friendly way.

MJ Munchies, Inc. was recently formed as a new, wholly owned subsidiary, to exploit 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". As the legal landscape around CBD and cannabis related products continues to change and evolve, MJ Munchies will continue to explore, identify, and capitalize on opportunities clearly defined as legal. The Company believes tremendous opportunities currently exist to launch successful and compliant products in this space, and that such opportunities will continue to grow over time.

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

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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