

January 2, 2019



# Nightfood Ice Cream Heating Up: Pre-Launch Promotion Targeting 100,000+ Entrants, Giving Away a One-Year Supply of Ice Cream

TARRYTOWN, NY, Jan. 02, 2019 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE – Nightfood, Inc. (OTC: NGTF), the company solving America’s \$50 billion-dollar nighttime snacking problem, has announced a giveaway to build awareness and drive retail sales to support the national roll-out of new Nightfood ice cream.

With an estimated 80% of at-home ice cream consumption taking place shortly before bed, Nightfood’s line of nighttime ice cream is already drawing strong interest from consumers, the media, and supermarket category managers.

“The response we’re seeing is phenomenal,” remarked Nightfood’s VP of Ice Cream Sales and former Unilever VP of Ice Cream Sales, Jim Christensen. “Consumers are excited to have a healthier, better-for-you ice cream with great taste and sleep-friendly ingredients. Retailers and distributors are taking notice.”

A test ad campaign on Facebook has been generating click-through rates over 11%, cost per click of \$.09, relevance scores of 10/10, and landing page conversion rates of 74%.

“If you don’t know what those metrics mean, ask somebody who does,” added Adam Elbendary of Ready Set Studios, who oversees Nightfood’s influencer marketing. “These test ads are 100% untargeted. Over 10,000 people have already signed up, and we’re still just testing. When we activate our brand ambassadors, we expect to rapidly surpass six-figures.”

CEO Sean Folkson is targeting the kind of national distribution that quickly led to billion-dollar market capitalizations for recent ice cream startups such as Talenti and Halo Top. The Nightfood path to national distribution starts with ice cream hitting shelves in major supermarket chains this coming month.

“We’re launching an amazingly novel and relevant product directly into a \$50 billion dollar annual consumer spend, with zero direct competition. We believe the national media will continue to run with this and explode awareness,” explained Folkson. “Investors are seeing us establish distribution, they’ve seen the media, starting with a feature in Fast Company, where the author compared our taste favorably to Ben & Jerry’s. The only remaining X-factor is if consumers love it...they will!”

The Company expects Nightfood Scientific Advisor and ambassador, Dr. Michael Breus,

to have the opportunity to introduce the nighttime ice cream to consumers through the national media. Breus is America's most highly sought-after sleep expert, making hundreds of media appearances annually. He regularly appears on The Today Show, Good Morning America, Dr. Oz, CBS Early Show, and Women's World magazine, among other prominent outlets.

The Nightfood PR team, headed by Tim Sullivan, former long-time director of publicity for The Dr. Oz Show, has been laying the foundation for the media push that will support the national launch.

"We brought on Jim Christensen, Dr. Breus, Tim Sullivan, and our all-star brand ambassadors all for just this moment," Folkson continued. "It was very calculated. With distribution starting next month, everything is in place to make Nightfood a breakout brand in 2019."

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 may be required).

### **About Nightfood Holdings:**

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

Nightfood, Inc, "The Nighttime Snack Company", provides 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 in the US.

The Company has developed a dynamic infographic at <http://NightSnacking.com> as a definitive consumer and media resource clearly illustrating the size and scope of the largely untapped nighttime snack category.

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.

Ice cream is now the 2nd most popular night snack choice. Almost half of all consumers reach for ice cream at night, and it is estimated that 80% of all at-home ice cream consumption occurs shortly before bed. Available in 8 delicious flavors, Nightfood ice cream can 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 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". Munchies is currently preparing a patent application with the USPTO for a proprietary ingredient to be used in Half-Baked snacks that Management believes will give it a unique and defensible competitive advantage against

other recreational edible brands. The Company believes tremendous opportunities currently exist to launch successful and legally compliant products in this space, and that such opportunities will continue to grow over time.

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.

Media Contact:  
Tim Sullivan  
[media@Nightfood.com](mailto:media@Nightfood.com)  
732-816-0239

Investor Contact:  
Stuart Smith  
[investors@Nightfood.com](mailto:investors@Nightfood.com)  
888-888-6444, x3



Source: NightFood Holdings, Inc.