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## NightFood (NGTF) Securing "Half-Baked" Brand Name for Cannabis and CBD Related Snack Lines

TARRYTOWN, NY, Jan. 26, 2018 (GLOBE NEWSWIRE) -- NightFood Holdings, Inc. (OTC: NGTF) the category leading, better-for-you, sleep-friendly nighttime snack company, announced today that MJ Munchies, an NGTF wholly owned subsidiary, has completed the trademark application process to protect the brand name "Half-Baked" for its cannabis and CBD related snack lines.

"We believe Half-Baked will prove to be an amazingly valuable brand name in this space as more and more legalization occurs across the United States. We almost can't believe our good fortune," exclaimed CEO Sean Folkson. "When our legal team informed us that their search showed it was available, we knew immediately it was an opportunity we needed to jump on."

The application was prepared and submitted by NGTF intellectual property legal counsel, Pinnacle IP Strategies. The trademark would cover and protect the use of the name "Half-Baked" as it relates to packaged snacks such as potato chips, tortilla chips, and popcorn, as well as baked goods such as brownies, cupcakes, and mini-muffins.

In other recent developments, the Company is proud to announce it has partnered with Rock and Wrap It Up!, a non-profit think tank dedicated to addressing the issues of hunger and poverty in America.

The Company has committed to donating NightFood bars each month so that local community centers affiliated with Rock and Wrap It Up! can have a "NightFood Night" once a month for the people who regularly get their meals there.

"We were introduced to this great organization by one of our earliest investors, and believe this is an amazing cause," explained Company CEO Sean Folkson. "What originally started as a one-time NightFood donation will now become an ongoing relationship."

Rock and Wrap It Up! was started in 1991 and works to reduce poverty across North America. "It is a win-win for RWU and NightFood," said Syd Mandelbaum, CEO and Founder. "There is a huge at-risk population who will benefit from these donations."

NightFood CMO Peter Leighton added, "As a brand, NightFood exists to help give consumers better nighttime snack choices than the cookies, chips, ice cream, and candy that they often snack on at night. It is not lost on us that the problem we solve is one of abundance, and that many people are not as fortunate."

"This is the perfect way for us to be able to give back. As our Company and our revenues continue to grow, we look forward to working with Syd and his team as they support local

non-profits with the resources they need to carry out their missions,” commented Folkson.

### **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 to exploit opportunities in the CBD and marijuana edibles and related spaces in conjunction with funding and strategic support from Marijuana Accelerator. 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 legal products in this space, and that such opportunities will continue to grow over time.

### **About Rock and Wrap it Up!:**

Now in its 27th year, Rock and Wrap it Up! (RWU) is an award-winning anti-poverty think tank. We research, discover and nurture potential sources willing to share renewable assets. Our donors include touring bands, educational institutions, the hospitality industry, professional sports teams, hospitals and TV/film shoots throughout North America. We find and vet partner agencies that need and can share these resources with the poor. We encourage the use of the Whole Earth Calculator mobile application to access total pounds of food conversion to meals and greenhouse gas emission reduction which can be sent to social media sites. We strive to inspire our school partners to add Whole Earth Calculator Climate Literacy Lesson Plans to their academic studies, thereby enabling students to connect their actions to the reduction of poverty and carbon footprints. Our Mardi Bra Initiative raises awareness and encourages the collection of feminine hygiene products for at-risk teens and women. Feed the Veterans is our newest initiative to get our databases of pantries/soup kitchens into the hands of care-givers and agencies who support at-risk veteran and their families.

All Rock and Wrap it Up! partners are protected by the Bill Emerson Good Samaritan Act (Pub. L. No 104-210, 110 Stat. 3011(1996) if safe food handling is used. Through RWU, more than one billion meals have been recovered since 1991.

Recognized by the White House with a Point of Light Award and recipients of numerous EPA distinctions, Rock and Wrap it Up! strives to re-earn these honors every day.

For more information, visit <http://ir.nightfood.com> and [www.nightfood.com](http://www.nightfood.com) and [www.rockandwrapitup.org](http://www.rockandwrapitup.org)

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.