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NUTRITIONAL HIGH PROVIDES COLORADO UPDATE

FOR IMMEDIATE RELEASE

TORONTO, ONTARIO – Toronto, Ontario – Nutritional High International Inc. (the "**Company**" or "**Nutritional High**") (CSE: EAT, OTCQB: SPLIF) is pleased to provide an operational update regarding its build-out operations and expansion in Colorado, United States.

Change of Contractors and Build-out Cost Reduction Initiatives

The Company is pleased to report that efforts to establish operations in Colorado are underway. The Company has changed the contractors and recently engaged T.L. Printz Constructors in as a general contractor to complete Phase I build-out of the facility in West Pueblo, CO ("**Pueblo Facility**"), which is owned by the Company and leased to Palo Verde LLC ("**Palo Verde**"). T.L. Printz Constructors is a mid-sized commercial/industrial contractor formed in 1979 located West Pueblo, approximately 6 miles from the Company's Pueblo Facility. T.L. Printz Constructors is a LEED Certified builder licensed in 10 jurisdictions and specializing in design/build, at risk, and conventional design/build project delivery systems, as well as conventional hard-bid projects.

With Jim Frazier's leadership and T.L. Printz's assistance the Company has been able to achieve significant cost reduction in its build-out plans, which are now fully funded from the proceeds of the Pueblo Facility re-financing (previously announced in the press release dated April 27, 2016).

The Phase I build-out is focused on renovating the building to allow Palo Verde to process raw cannabis into solid and liquid cannabis concentrates and marijuana-infused products ("**MIPs**") such as vape pen cartridges and gel capsules. The Company expects the completion of the Phase I build-out by mid-summer of this year. The Company expects to post the images of the ongoing construction to the Company's social media pages as the build-out continues to progress. The timing of launching production will depend on State and local inspections, and the Company expects that such inspections will occur shortly after completion of construction.

Change in Extraction and Processing Technology

The Phase I build-out delay was due to the Company switching the processing technology, which required additional expertise and approvals. The Company originally planned to use supercritical carbon dioxide (CO₂) extraction, but after closely examining various cannabinoid oil extraction

methods used in the industry, the Company determined that using a process which combines mechanical separation and cold ethanol-based distillation.

There are several advantages supporting this technical decision, which include:

- Preservation of a wider range of volatile cannabinoids and terpenes, which enhance the potency of the final product;
- Lower costs in larger scale operations;
- Near-complete removal of residual solvents and deleterious compounds (such as pesticides), which improve the quality of the final product; and
- Throughput improvement, which reduced the volume of the material that is processed through highly specialized equipment.

The final raw concentrate produces an almost translucent oil product, which is dubbed in the industry as the "Clear". The Company's branding strategy is consistent with this higher end product, which commands a market premium and addresses constantly changing consumer preferences in Colorado.

Jim Frazier, COO of Nutritional High, commented: "I am pleased to see operations are successfully in progress in Colorado. This is an important stride for the Company and I am proud to be part of its growth. We are excited to work with Tom Printz and his team to complete the build-out of the Company Pueblo Facility."

David Posner, CEO of Nutritional High, commented: "Despite the Phase I build-out delay, I am confident we are on the right track to keep our promise of delivering premium quality MIPs to consumers in Colorado."

About Nutritional High International Inc.

Nutritional High is focused on developing, manufacturing and distributing products and nationally recognized brands in the hemp and marijuana-infused products industries, including edibles and oil extracts for nutritional, medical and adult recreational use. The Company works exclusively through licensed facilities in jurisdictions where such activity is permitted and regulated by state law.

For updates on the Company's activities and highlights of the Company's press releases and other media coverage, please follow Nutritional High on [Facebook](#), [Twitter](#), [Instagram](#) and [Google+](#).

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