



**Nutritional High International Inc.**  
77 King Street West, Suite 2905  
Toronto, ON M5K 1H1

February 27, 2017

## **NUTRITIONAL HIGH ANNOUNCES IR CONSULTANT AND GRANT OF STOCK OPTIONS**

### ***FOR IMMEDIATE RELEASE***

**Toronto, Ontario** – Nutritional High International Inc. (the "**Company**" or "**Nutritional High**") (CSE: EAT, OTCQB: SPLIF, FRANKFURT:2NU) is pleased to announce that it has engaged 360 Aviation Services Inc. ("360") to provide investor relations services pursuant to an investor relations consulting agreement dated February 16<sup>th</sup>, 2017 (the "Consulting Agreement").

The Consulting Agreement has an initial 3-month term and is renewable at the mutual agreement of both parties. 360 will be paid a monthly fee of \$5,000 plus applicable taxes from the Company and is being granted stock options (the "Options") to acquire up to 500,000 common shares in the capital of the Company at an exercise price of \$0.20 per share, subject to vesting provisions of 25% every three months, and in accordance with the policies of the regulatory authorities and NHII's Stock Option Plan, dated July 7<sup>th</sup>, 2014. The Options are exercisable for a period of 2 (two) years from the date of grant.

Services under the Consulting Agreement will be provided by 360. 360 currently holds no shares of the Company and has no other direct or indirect interests in the Company.

360 Aviation Services Inc. ("360") is a full-service investor relations firm headquartered in Vancouver that assists small cap public companies with marketing awareness campaigns focused at the investment community. 360 will assist NHII with enhancing awareness by managing corporate communications and marketing activities to achieve an effective flow of information between the Company and shareholders, finance professionals, analysts and the media.

The Consulting Agreement and the grant of Options are subject to the approval of the Canadian Securities Exchange.

### **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+](#) or visit [www.nutritionalhigh.com](http://www.nutritionalhigh.com).

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*Company's securities have not been registered under the U.S. Securities Act of 1933, as amended (the "U.S. Securities Act"), or applicable state securities laws, and may not be offered or sold to, or for the account or benefit of, persons in the United States or "U.S. Persons", as such term is defined in Regulation S under the U.S. Securities Act, absent registration or an applicable exemption from such registration requirements. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in the United States or any jurisdiction in which such offer, solicitation or sale would be unlawful.*

*Additionally, there are known and unknown risk factors which could cause the Company's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information contained herein. All forward-looking information herein is qualified in its entirety by this cautionary statement, and the Company disclaims any obligation to revise or update any such forward-looking information or to publicly announce the result of any revisions to any of the forward-looking information contained herein to reflect future results, events or developments, except as required by law.*