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**NUTRITIONAL HIGH INTERNATIONAL INC. PROVIDES UPDATE ON EFFORTS TO
ENTER THE NEVADA MARKET**

FOR IMMEDIATE RELEASE

Toronto, Ontario – Nutritional High International Inc. (the "**Company**" or "**Nutritional High**") (CSE: EAT, OTCQB: SPLIF, FRANKFURT:2NU) wishes to provide an update on its efforts to enter the Nevada cannabis market. Nutritional High is working with a private investor group (the "**Consortium**") made up of US residents who will build out and launch operations in Nevada. Subject to municipal approval, the Consortium will purchase a majority interest in the entity (the "**Licensed Producer**") that currently holds the cultivation and production licences which Nutritional High had intended to purchase. The Company decided to work with the Consortium rather than to purchase the licenses itself in order to meet certain residency requirements contained in municipal ordinances. The Licensed Producer will manufacture and distribute Fli branded products in Nevada. To this end, in conjunction with discussions with municipal staff, Nutritional High has withdrawn its application for business licensing.

Nutritional High Corporate Secretary comments as follows: "We have been working in a cooperative manner with applicable regulators in order to proceed in a manner which meets the needs of the local community, the State of Nevada, Nutritional High and Nevada consumers looking for an opportunity to purchase Fli branded product in Nevada. While working to meet and exceed required cannabis regulations and compliance guidelines, we believe that cooperative and open discussions with municipal and state personnel is of upmost importance and will result in the best outcome for the Company and consumers."

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.

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