



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

August 29, 2017

## **NUTRITIONAL HIGH APPOINTS CHIEF OPERATING OFFICER**

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

**Toronto, Ontario** – Nutritional High International Inc. (the "**Company**" or "**Nutritional High**") (CSE: EAT, OTCQB: SPLIF, FRANKFURT:2NU) is pleased to announce the appointment of Robert Keeler Sr., currently a director of the Company, as its Chief Operating Officer. Mr. Keeler will also continue to serve as a director of Nutritional High.

Mr. Keeler has a 30-year track record of creating vertically integrated, high growth manufacturing, wholesale, distribution and retail companies. Throughout his career, he has been instrumental in driving operational excellence by establishing comprehensive manufacturing, process, quality and financial controls. Mr. Keeler has over 20 years of experience in the food manufacturing industry specializing in quality assurance protocols such as USDA Food Production, HACCP Certified and GMP. Most recently, Mr. Keeler served as the Chief Operating Officer of Dude, Sweet Chocolate, which is a vertically integrated manufacturer, wholesaler and retailer of unique, world-class dark chocolate creations.

Mr. Keeler previously worked for Dallas-based Sunrise Foods, Inc. for 18 years, retiring as a COO in 2012. Sunrise Foods, Inc. is a frozen food manufacturer with a national and international distribution network. He successfully grew the company from a local supplier of fresh made tortillas into an international supplier of frozen Mexican foods, selling to large regional restaurant chains.

Jim Frazier, CEO of Nutritional High, commented: "We are delighted to announce the appointment of someone of Robert's calibre to strengthen our senior management team, particularly as we focus on the set up, expansion and management of our growing commercial interests in the North American cannabis space. Robert has a strong track record in all aspects of efficient, high quality, manufacturing and brings a wealth of experience in the food industry. Since joining the Board, Robert has developed a strong interest in cannabis and will continue to bring significant entrepreneurial initiative to help drive our growth objectives."

Upon assuming the role of Chief Operating Officer, Mr. Keeler will no longer be an independent director of the Company. The Company's independent directors will remain Brian Presement, Andres Tinajero and David Caplan.

### **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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