

November 1, 2017

**GETTING READY FOR CALIFORNIA RECREATIONAL - NUTRITIONAL SUBMITS
CUP APPLICATION FOR CANNABIS MANUFACTURING TO THE CITY OF
SACRAMENTO AND ISSUANCE 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 submitted a conditional use permit application ("**CUP**") with the City of Sacramento, Community Planning Department.

As announced in a press release dated September 6, 2017, the Company has signed a purchase and sale agreement to acquire a property ("**Property**") in Northern California, which such purchase is conditional on obtaining all requisite municipal license approvals to manufacture cannabis extracts and edible products. Submission of CUP is one of the permits that is required to establish a cannabis business in the Sacramento.

Jim Frazier, CEO of Nutritional High commented – "We're pleased to announce this important milestone in the State of California. We've identified Sacramento as a favorable municipality to establish our base in California, due to proximity to key cannabis markets in the state and robust regulatory framework for cannabis businesses. We are excited to lay down the groundwork to roll-out our FLI brand in California, which is one of the largest cannabis markets in the country."

Permitting Overview in Sacramento and the State of California

The permitting process in California is fairly complex, as the state regulations are still evolving, and different municipalities have different local ordinances. Most local jurisdictions in California (such as cities or unincorporated areas of counties) require the operators to submit a CUP submission, which pre-qualifies the property and by the zoning or municipal planning authorities to house a cannabis business.

The second step in the permitting process in Sacramento is submitting a business operating permit ("**BOP**") to the City of Sacramento Police Department together with LiveScan fingerprinting for the principals of the applicant. The Company anticipates submitting the BOP shortly to advance the permitting efforts ahead of launch of recreational sales in the State of California on January 1, 2018.

Following the submission of the CUP and BOP applications with the City of Sacramento the Company intends to apply for a manufacturing license with the California Department of Public Health ("**CDPH**"), which are expected to be available in the new year. Establishing of the Company's cannabis manufacturing business is subject to receiving all requisite approvals from the City of Sacramento and the State of California.

Stock Option Issuance

The board has approved the issuance of 500,000 stock options ("**Stock Options**") to a consultant. Each Stock Option is exercisable into Common Shares at a price of \$0.13 per Common Share for a period of five years from the date of issuance. 150,000 Stock Options vest immediately, and the remaining 350,000 shall vest every 6 months in equal amounts over eighteen months, and any vested options shall expire eighteen months after termination of the consulting agreement with the consultant.

About Nutritional High International Inc.

Nutritional High is focused on developing, manufacturing and distributing products and nationally recognized brands in the marijuana-infused products industry, 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.

For further information, please contact:

David Posner, Chairman of the Board

Nutritional High International Inc.

647-985-6727

Email: dposner@nutritionalhigh.com

NEITHER THE CANADIAN SECURITIES EXCHANGE NOR OTC MARKETS GROUP INC., NOR THEIR REGULATIONS SERVICES PROVIDERS HAVE REVIEWED OR ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.

This news release may contain forward-looking statements and information based on current expectations. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from those implied by such statements. Such statements include submission of the relevant documentation within the required timeframe and to the satisfaction of the relevant regulators, completing the acquisition of the applicable real estate and raising sufficient financing to complete the Company's business strategy. There is no certainty that any of these events will occur. Although such statements are based on management's reasonable assumptions, there can be no assurance that such assumptions will prove to be correct. We assume no responsibility to update or revise them to reflect new events or circumstances.

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.