

February 1, 2018

NUTRITIONAL HIGH ANNOUNCES TKO'S PROGRESS TOWARDS SECURING A LONG BEACH MARIJUANA BUSINESS LICENSE

Toronto, Ontario – Nutritional High International Inc. (the "**Company**" or "**Nutritional High**") (CSE: EAT, OTCQB: SPLIF, FRANKFURT:2NU) is pleased to announce that TKO Products LLC ("**TKO**"), a leading marijuana infused edibles manufacturer in California, has received notification from the City of Long Beach that it has advanced to the final review stage of the Medical Marijuana Business License Application process.

TKO Products LLC is a leading infused edibles brand in California known for award-winning cookies, brownies, chocolate, crispy treats and vape cartridges. Nutritional High has entered into an agreement to finance TKO (the "**Investment**") along with an option to purchase an interest in the TKO business (as announced in a press release on January 2, 2018).

The City of Long Beach requires cannabis companies to secure a marijuana business license, pursuant to which, TKO has applied for approval to engage in extraction using mechanical methods, infusion processes, edible products manufacturing and packaging of cannabis products. The application process consists of 7 stages before issuance of license and TKO has been notified that it's application has advanced to the final stage.

Jim Frazier, CEO of Nutritional High, commented - "We are excited about this development as it validates our due diligence. We're pleased to see that TKO is advancing towards securing the requisite regulatory approvals to continue operating its business. We are continuing to work closely with TKO's management team to finalize the Investment and support TKO's expansion efforts in California. Leveraging the TKO brand will broaden the scope of Nutritional High's portfolio of cannabis infused products and further cement our position in California."

About Nutritional High International Inc.

Nutritional High is focused on developing, manufacturing and distributing premium and consistently dosed products in the cannabis-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 <u>Facebook</u>, <u>Twitter</u>, <u>Instagram</u> and <u>Google+</u> or visit <u>www.nutritionalhigh.com</u>.

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