



Nutritional High International Inc.
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NUTRITIONAL HIGH LAUNCHES "MILE HIGH FLI CLUB" REWARDS PROGRAM

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 launched "Mile High FLI Club" rewards program that it's rolling out in the states where FLI products are being sold by licensed operators.

Nutritional High has been working together with Plexus Cybermedia Inc., to develop an innovative rewards plan and mobile app to support the marketing of FLI-branded products its flagship concentrates and edibles brand. The ultimate goal of the program is to build consumer loyalty and likeable brand. We are consistently looking for product and technology innovation to lead the market and connect with consumers. The rewards program and app are expected to launch in calendar Q1, 2018 and will initially be available on both iOS and Android platforms.

Jim Frazier, CEO of Nutritional High commented – "The program's focus is to incentivize consumers for taking actions related to the FLI-branded products such as product purchasing, online reviews, etc. We are looking beyond the rewards to delight, create and retain loyal FLI customers, in a manner that is compliant with regulations. Building brand equity is at the core of our business model and we will continue to introduce new innovative ways to secure a leading foothold in the industry."

Customer loyalty programs are proven methods for growing and sustaining market, and Mile High FLI Club is another way Nutritional High is applying methods which have proven to be effective in other industries.

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 [Facebook](#), [Twitter](#), [Instagram](#) and [Google+](#) or visit www.nutritionalhigh.com.

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