

May 22, 2018

**NUTRITIONAL HIGH APPLAUDS CALIFORNIA CANNABIS LICENSING  
AUTHORITIES FOR PROPOSED DEVELOPMENTS IN LICENSING PROCESS**

***FOR IMMEDIATE RELEASE***

**TORONTO, Ontario** – Nutritional High International Inc. (the “**Company**” or “**Nutritional High**”) (CSE: EAT, OTCQB: SPLIF, FRANKFURT: 2NU) is pleased to comment on the proposed extension of emergency cannabis regulations currently in effect by California’s 3 licensing authorities: The Bureau of Cannabis Control, the Department of Public Health, and the Department of Food and Agriculture (collectively referred to as the “**Licensing Authorities**”). The proposed extension was previously announced to the public on May 18<sup>th</sup>, 2018. Under the terms of the extension, the Licensing Authorities are proposing to extend the regulations for an additional 180 days and implement amendments to the current regulatory structure with the intent of providing greater clarity to licensees and address issues that have been identified by licensees since the commencement of the emergency regulations.

Key parts of the proposed changes include:

- Applicants can complete 1 license application and request a Medical designation, an Adult-use designation, or both in combination
- Irrespective of license designation chosen, applicants will pay only 1 licensing fee
- Licensees will be able to conduct commercial activities with any licensee regardless of license designation

Jim Frazier, CEO of Nutritional High, added, “We are encouraged and pleased by the recent announcement by California’s 3 cannabis licensing authorities, proposing extension of the emergency regulations and simplification of the licensing process. California is a key strategic market for our company and we look forward to continuing to roll out our strategy in a more assured and efficient regulatory environment going forward.”

**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](http://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](mailto: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. 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.*