



NUTRITIONAL HIGH PARTNERS WITH DISTRICT 11 TO LAUNCH ST IDES BLUNTS

Toronto, Ontario – September 11, 2019– Nutritional High International Inc. ("**Nutritional High**" or the "**Company**") (CSE: **EAT**, OTCQB: **SPLIF**) is pleased to announce a distribution relationship with District 11 , a licensed, premium cannabis company, through its wholly owned subsidiary, Calyx Brands ("**Calyx**").

Calyx will help launch and distribute the ST IDES brand of pre-rolled, tobacco-free blunts to its network of nearly 600 retailers throughout the State of California.

ST IDES premium blunts will initially be sold at select cannabis retailers in Los Angeles, Long Beach and Oakland/San Francisco. They are available in nitrogen-flushed, resealable, collector tin two-packs (1.5 grams) and five-packs (3.75 grams). Retailers will be provided with branded reusable wooden tips for consumers who prefer smoking through a filter. ST IDES blunts are 100% indoor flower—no stems, no seeds—rolled into tobacco-free hemp leaf paper, allowing for a slow, consistent burn.

According to Ganjapreneur,* cannabis pre-rolls and blunts accounted for approximately \$985M in 2018 sales, or roughly 7.7% of the total legal market for the US and Canada. This reflects an increase from approximately 5% of total 2017 sales, according to BDS Analytics**.

“We’re honored to represent ST IDES’ entry into cannabis,” said Dakota Sullivan, CEO of Calyx Brands. “The ST IDES brand and heritage, strong packaging and presentation combined with a pure indoor flower, high-quality blunt product that packs a punch—will make ST IDES a long-term player in the fast-growing and rapidly diversifying pre-roll category.”

For more information, please visit Calyx Brands at Hall of Flowers, Booth B319, September 18 & 19, Sonoma County Fairgrounds, Santa Rosa, CA.

**Ganjapreneur, May 14, 2019 “Five Predictions for the Pre-Roll Sector of the Cannabis Industry”*

***BDS Analytics, September, 2017 report: “Now We Know What Californians Are Smoking”*

About Nutritional High International Inc.

Nutritional High is focused on developing, manufacturing and distributing products under recognized brands in the cannabis products industry, with a specific focus on edibles and oil extracts for medical and adult recreational use. The Company works exclusively with licensed facilities in jurisdictions where such activity is permitted and regulated by state law.

The Company follows a vertically integrated model with a fully developed strategy for acquisitions in extraction, production, sales, and distribution sectors of the cannabis industry. Nutritional High has brought its flagship FLI™ edibles and extracts product line from production to market through its wholly owned subsidiaries in California and Oregon, as well as Colorado where its FLI™ products are manufactured by a third-party licensed producer. In California, the Company distributes its products and products

manufactured by other leading producers through its wholly owned distributor Calyx Brands Inc. and is entering the Nevada, Washington State and Canadian markets in the near future.

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](#) and [Instagram](#) or visit www.nutritionalhigh.com.

About St. Ides Blunts

ST IDES made its initial debut in the late '80's as a top-selling malt liquor. In the '90's, during the golden age of hip-hop, ST IDES became an icon of the streets. The signature 'crooked I' got its bold reputation from its groundbreaking partnerships with the forefathers of modern hip-hop including Biggie, Tupac, Cypress Hill, Snoop Dogg and Ice Cube. Three decades later, the ST IDES brand continues to inspire people to forge their own path and break down barriers.

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