



NUTRITIONAL HIGH ANNOUNCES ADDITION TO CALYX MANAGEMENT TEAM, COST CUTS, TO ENSURE SUCCESS OF CALIFORNIA DISTRIBUTION BUSINESS

Toronto, Ontario – December 30, 2019 – Nutritional High International Inc. ("**Nutritional High**" or the "**Company**") (CSE: **EAT**, OTCQB: **SPLIF**) announces that following the December 10, 2019, Nutritional High announcement regarding changes to its California distribution business, Calyx Brands ("**Calyx**") , the company has taken action on cost restructuring and has promoted Ken Young to General Manager to ensure the continued viability and success of the Calyx distribution business.

Effective December 16, 2019, Ken Young has been appointed to the newly created role of Executive Vice President, General Manager of Calyx. Concurrently, Dakota Sullivan remains CEO of Calyx and will focus on the strategic review of the business alongside the Nutritional High management team.

Mr. Young brings more than 15 years' experience in cannabis and consumer packaged goods across a range of operational leadership roles. Most recently, Mr. Young served as VP, Operations for Kurvana, one of the largest manufacturers of cannabis products in California. Prior to joining the cannabis industry, Mr. Young served for three years as Senior Director, Sales and Operations Planning for Young's Market, a \$3B wine and spirits distributor.

"In a very short time, Ken has demonstrated strong leadership and deep understanding of our distribution business, customers, and brands. As the General Manager of Calyx, he will be able to leverage his experience to ensure the near-term success of the business and lead Calyx toward a cash flow-positive operation," commented Dakota Sullivan, CEO of Calyx.

Calyx has also taken immediate steps to cut costs and develop new lines of revenue generation. Cost reduction efforts have focused on non-critical operational costs and a reduction in administrative headcount while leaving in place its statewide sales organization which will continue to service and grow our leading brands. In addition, Calyx has instituted a division wide pay reduction and certain senior executives of the Company have agreed to reduce or defer salaries to support this transition.

Ken Young, EVP General Manager of Calyx commented, "I am incredibly excited to lead this wonderful company, people, and brands to a new chapter toward profitability. We will leverage this opportunity to double-down efforts and focus on our portfolio of leading brands while optimizing our business model in parallel. I must also acknowledge our amazing, loyal people without which our success would not be possible."

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.

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