



NUTRITIONAL HIGH ANNOUNCES JOHN DURFY AS NEW CHIEF EXECUTIVE OFFICER

Toronto, Ontario – March 2, 2020 – Nutritional High International Inc. ("**Nutritional High**" or the "**Company**") (CSE: **EAT**, OTCQB: **SPLIF**, FRANKFURT: **2NU**) is pleased to announce that effective March 2, 2020, John Durfy has been appointed as the Company's Chief Executive Officer. Adam Szweras, CEO of the Company since June 2019, will be stepping down from his role as CEO but will continue on as the Chairman of the Board of Directors of the Company, replacing David Posner. Mr. Posner, a founder and former CEO of the Company, will continue on as a director, providing strategic vision and oversight of Nutritional High.

Mr. Durfy brings a wealth of senior management and executive experience encompassing operations, investment management, financial and business strategy over the past 30 years. Mr. Durfy has an extensive understanding of the North American cannabis landscape through participation on a number of boards, active participation in a cannabis investment corporation, as well as senior leadership experience in a medical cannabis company. He has extensive experience in the capital markets having served as a Managing Director of a major Canadian pension fund, chief investment officer of an alternative asset manager, and chief operating officer of an emerging asset manager.

"We will focus our efforts on the redevelopment of Nutritional High's business and operating strategy, initially centered around profitable growth and expansion of the Company's manufacturing footprint in Colorado, California and Nevada," said Mr. Durfy. "I look forward to working with the team to build on and reinforce a solid foundation of the Company, and to develop brands that resonate with consumers and the markets."

With a new CEO identified, Adam Szweras will be stepping down from his role as CEO of the Company but will continue on as the Chairman of the Board of Directors effective March 2, 2020. As a founder of Nutritional High, Mr. Szweras has been active in the Company's leadership since inception and he will work closely with Mr. Durfy in the capacity of broad oversight of Nutritional High, progressing the strategic partnership and transaction of Calyx Brands, Inc. and the overall capital markets strategy.

Mr. Szweras commented: "We are very pleased John has agreed to join the Nutritional High team and will work closely with him to capitalize on strategic opportunities for the Company." Mr. Szweras added: "I look forward to working with the team and the board in my role as Chairman, and to seeing the Company continue to evolve and grow under John's leadership."

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 distributor Calyx Brands, Inc. and is entering the Nevada market 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.

For further information, please contact:

David Posner

Chairman of the Board

Nutritional High International Inc.

647-985-6727

Email: dposner@nutritionalhigh.com

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protection from U.S. federal or other prosecution, regulatory or political change such as changes in applicable laws and regulations, including U.S. state-law legalization, market and general economic conditions of the cannabis sector or otherwise.