

Nutritional High and Aura Health Announce Partnership to Develop International Markets

TORONTO, Oct. 17, 2018 -- Nutritional High International Inc. ("**Nutritional High**") (CSE: EAT, OTCQB: SPLIF, FRANKFURT:2NU) and Aura Health Inc. ("**Aura**") (CSE: **BUZZ**) are pleased to announce the development of a framework to bring Nutritional High's extraction and edibles technology and products to European and Israeli markets.

Nutritional High will work with Aura Health to outfit Aura with the knowledge and expertise to extract cannabis oil utilizing Nutritional High's cryo ethanol process and other extraction methods. Aura will develop health and wellness products which, in turn, may be licensed to Nutritional High for distribution in the US. Management will work together in the coming months to develop the business plan and financial metrics for this partnership.

Jim Frazier, CEO of Nutritional High, commented, "The Nutritional High team is excited to announce this new venture with our long-time strategic partners, Aura Health. Once finalized, this deal is an opportunity for Nutritional High to expand our reach on an international level while allowing our management team to continue our focus on an increasingly competitive US market. We look forward to advancing this venture with Aura Health and working closely with them to produce high-quality and consistent cannabis oil products for their customers."

Daniel Cohen, CEO of Aura, added: "This partnership is a natural evolution of our relationship with Nutritional High and it significantly expands the scope of opportunity for both companies. We have made tremendous headway here at Aura in a short time as we have pivoted our focus toward European, Israeli and international markets, and this relationship allows us to leap ahead of many other companies developing a foothold in Europe."

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 through 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 in California through its wholly owned processor Pasa Verde LLC and distributor Calyx Brands Inc., and Colorado where its products are manufactured by a licensed producer. The Company also owns a 50% interest in The Clinic Effingham (an Illinois dispensary), and is entering the Nevada, Washington State, Oregon 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](#), [Instagram](#) and [Google+](#) or visit www.nutritionalhigh.com.

About Aura Health Inc.

Aura has entered agreements to acquire a 54% interest in Israeli cannabis producer HollyCanna Inc., and to establish a chain of medical marijuana dispensaries throughout Israel in partnership with medical cannabis activity pioneer Shlomi Sendak. Aura is taking steps to secure cannabis production capabilities and distribution for the European market. In addition, Aura owns a 30% interest in four medical marijuana clinics in Las Vegas, Nevada; Mesa, Arizona; Tucson, Arizona and Hollywood, Florida, respectively, and an option to increase its interest in each such clinic (other than the Nevada clinic) to 51%.

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