



Nutritional High International Inc.
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March 19, 2015

**NUTRITIONAL HIGH TO COMMENCE TRADING ON MARCH 23, 2015 AND
CORPORATE UPDATE**

FOR IMMEDIATE RELEASE

***THIS NEWS RELEASE IS NOT FOR
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STATES OR TO U.S. PERSONS.***

TORONTO, ONTARIO – Nutritional High International Inc. (the "**Company**" or "**Nutritional High**") (CSE:NHL) is pleased to announce that its Common Shares will commence trading on the Canadian Securities Exchange as of the opening of the market on Monday, March 23, 2015. The trading symbol will be "NHL".

The Company closed its initial public offering on Friday, March 13, 2015. The gross proceeds were \$1.645 million (see press release dated March 13, 2015). Jacob Securities Inc. acted as agent. In the Company's amended and restated final prospectus dated February 13, 2015 (the "**Prospectus**"), the Company disclosed that an aggregate of 3,400,000 stock options had been authorized for issuance to certain officers, directors and consultants. These options have now been granted and are exercisable at \$0.10 per common share (a "**Common Share**") for a period of five years. The Company's board has also approved an additional 3,550,000 stock options to advisory board members and business and investor relations consultants at an exercise price of \$0.10 per Common Share for a period of five years. Following the grant of options, there are an aggregate of 10,150,000 options outstanding. In addition, as disclosed in the Prospectus, the Company has issued 700,000 units of the Company ("**Units**") to FMI Capital Advisory Inc. ("**FMI**") as a success fee pursuant to the advisory agreement with FMI and has issued 600,000 Units to the holder of the senior convertible debenture pursuant to the amended senior convertible debenture. Each Unit is comprised of one Common Share and one-half of one Common Share purchase warrant (each whole warrant, a "**Warrant**"). Each Warrant is exercisable into a Common Share at an exercise price of \$0.07 per Common Share for a period of 24 months from the date of issuance.

About Nutritional High International Inc.

Nutritional High is primarily focused on developing, acquiring and designing products and brands in the marijuana-infused edible products and oil extracts sectors for medical and adult recreational use. The Company works exclusively in U.S. states where such activity is permitted and regulated by state law, through entities which hold a valid license to produce marijuana-infused edible products and to distribute and dispense marijuana products.

Company Highlights

- Early mover in the growing U.S. market for edibles and oil extracts with a national branding and distribution strategy

- Marijuana-infused products (MIPs) and oil extracts are the highest margin segments of the United States marijuana industry
- Scalable, royalty-based business model with infrastructure and expertise to consistently ensure product quality
- Establishing operations in Colorado and Illinois:
 - Recreational (MIP) License: Local license holder to produce the Company's marijuana-infused products such as candies, chocolates and oil extracts at Nutritional High's wholly-owned facility in Colorado
 - Recreational (OPC) License: Local license holder to grow marijuana at Nutritional High's wholly-owned facility in Colorado for sale to dispensaries or MIP manufacturers
 - Medical Marijuana Dispensary License in Illinois: One of 52 applicants granted an Authorization to Register a Medical Marijuana Dispensary in Illinois
- Undertaking to expand into additional US states in support of the Company's strategy to create some of the first nationally-recognized brands for MIPs
- Unique brand portfolio with additional brand licensing and development initiatives underway
- Product development led by Melissa Parks, an executive, Cordon Blue-trained chef with significant product development experience as well as extensive MIP expertise; her work has received significant media coverage and has been widely acclaimed in the industry

Corporate Strategy

Nutritional High's growth strategy has two main pillars:

Early Mover in Key, High-Margin Markets: Nutritional High is seeking to enter markets that have significant economic potential and where effective regulatory frameworks for the marijuana industry have been implemented. The Company is executing its expansion strategy in several ways:

- i) Actively participating in new U.S. state licensing rounds as application opportunities become available. Nutritional High has significant regulatory expertise and a strong track record of winning licenses and associated approvals;
- ii) Working with locally-licensed operators by providing turn-key solutions for developing the operations in these licensees' jurisdictions (including Colorado). These turn-key solutions include acquiring real estate, providing financing to facilitate expansion, licensing IP including branding, recipes and operational processes, advising on regulatory licensing and compliance and sourcing suppliers; and
- iii) Opportunistically acquiring or joint-venturing with existing operations in various stages of the value chain (seed-to-sale) where the Company can create significant value in a manner accretive to its shareholders.

Brand Portfolio: Nutritional High is building a portfolio of differentiated brands that target high-value demographics and which have the potential to become recognized nationally. The Company develops brands internally - "Heisenberg Blue" and "Breaking Bud", and it is also

working to enter into licensing arrangements with parties that have recognized brands associated with marijuana culture.

Current Focus – State of Colorado

The Colorado government has reported that sales of marijuana for the first full calendar year since legalization of adult recreational use on January 1, 2014 totalled US\$313 million and US\$386 million for recreational and medical marijuana respectively. Approximately 45% of these sales were attributed to edibles, which constitute the Company's initial market focus. The Company's view is that this market currently consists primarily of highly fragmented operations that do not have sufficient capacity to meet industry demand.

Nutritional High believes that the lack of traditional sources of financing, coupled with the absence of efficient supply chain networks and streamlined marketing channels, collectively create significant opportunities for Nutritional High to establish leadership positions in the rapidly-growing marijuana edibles industry.

For updates on the edibles industry and highlights of the Company's press releases and other media coverage, please follow Nutritional High on [Facebook](#), [Twitter](#), [Instagram](#) and [Google+](#).

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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.