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NUTRITIONAL HIGH ANNOUNCES CBD PRODUCT LINE AND PERSONNEL UPDATE

FOR IMMEDIATE RELEASE

TORONTO, ONTARIO – Nutritional High International Inc. (the "**Company**" or "**Nutritional High**") (CSE: NHL, OTCQB: SPLIF) is pleased to announce the introduction of a hemp based Cannabidiol ("**CBD**") infused line of products and the appointment of Anne Marie Youhana as the VP of Product Development and Quality Control.

CBD Product Line

Nutritional High's CBD products will consist of chocolate, chews and hard candies infused with oil extracted from the hemp plant containing high levels of CBD content but no active levels of THC. To affect the launch of the CBD product line in a cost-effective and timely manner, the Company will utilize a turnkey contract manufacturer who will produce products based on the Company's formulations and in this regard is testing products with an award winning chocolate manufacturer. The Company has also secured several reliable sources of hemp oil for its products. Nutritional High will apply the oil extraction and infusion expertise it has built for the THC-based products with respect to the CBD Product Line, which also involves processing of cannabinoid compounds. Given these synergies, management expects to launch its initial CBD products this fall. More detail will be released as the roll-out timing is finalized.

Since the contemplated products contain less than 0.3% THC, they can be distributed through conventional distribution means which can appeal to new groups of consumers across the United States. The Company is pursuing several distribution strategies in this regard, which include online (through networks of retail web-sites), retail (dispensaries where the THC products are sold, head shops, vitamin stores and independent grocers via direct sales and distributors) and multi-level marketing.

David Posner, CEO of Nutritional High commented – "Our CBD products will mirror the THC brands which we're working to launch in Colorado and other states, and will allow us to generate near term revenue and build our brands as we advance our efforts in Colorado. The CBD line of products will allow us to demonstrate that we can deliver quality and consistently dosed products and begin to create brand profile and loyalty. At the same time, our efforts to build out the facility in Pueblo, Colorado, are on schedule and we look forward to working with Palo Verde to launch THC products in the near future."

Appointment of Anne Marie Youhana as VP of Product Development and Quality Control

Nutritional High is pleased to announce the appointment of Anne Marie Youhana as VP of Product Development and Quality Control, effective August 1, 2015. Anne Marie was

introduced to the Company by Billy Morrison, director of the Company with whom she co-managed The Union Collective in California, which was one of the most successful cannabis collectives in the United States. She was responsible for introducing a variety of edible recipes (including cupcakes, cookies, loaves, cakes, candies, superfood granola, and chews) and developed proprietary recipes for cannabis butter and cookies using various infusion and preparation techniques. Anne Marie was also instrumental in developing the facilities for Capstone Analytical where she procured the lab location, ordered and set up all the lab equipment, assisted with the creation of testing standards, as well as developing home testing kits.

Anne Marie has worked informally with the Company over the past month with Billy Morrison and David Posner to assist in the development the hemp-based CBD-infused edibles, and she is formally joining the team on August 1, 2015.

According to the terms of the consulting agreement, the Company will issue to Anne Marie 83,333 shares in the capital of the Company ("**Common Shares**"). Additionally, the Company's board has approved for issuance 250,000 stock options ("**Stock Options**"). Each Stock Option is exercisable into Common Shares at a price of $0.10 per Common Share for a period of five years from the date of issuance.

Melissa Parks is expected to remain with the Company and will work closely with Anne Marie and the Company to develop and launch its products.

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.

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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