



Nutritional High International Inc.
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NUTRITIONAL HIGH ANNOUNCES FINANCIAL AND PRODUCT UPDATE

FOR IMMEDIATE RELEASE

TORONTO, ONTARIO – Nutritional High International Inc. (the "**Company**" or "**Nutritional High**") (CSE: EAT, OTCQB: SPLIF) is pleased to provide a financial and product update.

Financing and Financial Update

The Company is pleased to announce a \$350,000 reduction in the first secured promissory note registered against its Pueblo, Colorado, facility as result of conversions at \$0.06/share, as noted in the Company's financial statements for the period ended July 31, 2015.

Remaining liabilities against Pueblo are a third party first secured liability of \$100,000, and a second secured liability due to directors of the Company of \$150,000. A broker's price opinion commissioned by the Company at the request of potential lenders demonstrates a significant increase in value of the Pueblo property due to improvements made to the property. As a result, management believes that significant additional secured debt financing can be raised against the property.

In addition to its debt financing initiative, the Company is conducting advanced discussions regarding a joint venture in the Pueblo, Colorado facility that would provide significant financial resources towards Company operations.

Subsequent to year-end, the Company received an additional \$227,000 in cash via \$120,000 in warrant conversions and an additional \$107,000 in HST refunds.

Pueblo, Colorado Extraction Facility Build-Out

Palo Verde LLC (the Company's licensed Colorado tenant) continues to work toward the completion of the build-out of the Company's oil extraction facility and commercial kitchen in the Pueblo, Colorado. While the municipal business licensing and building permit process took longer than expected, Palo Verde has secured all local permits and business licensing required to operate. Palo Verde expects to commence oil extraction operations in calendar Q1 of 2016, subject to the timing of final property inspection by local authorities. Manufacturing of edible products is planned to commence shortly thereafter.

Once the extraction facility is operational, Palo Verde will manufacture various extract products which will include pills, tinctures, and vape cartridges, and will also sell marijuana oil extracts on a wholesale basis.

Hemp Product Launch

As announced in the November 12, 2016, press release the Company's roll out of the first three products in its Active Hemp Line is underway. Initial products being made available to consumers in California later this month include capsules, push caps for water bottles, and a push cap formulation for post-exercise recovery called Rapid Recovery. In addition, the Company is taking steps to commence sales of these products in Colorado in early 2016. In particular, the Company will target sales to marijuana dispensaries in Colorado, further developing sales channels for the Company's marijuana oil and edible brands.

Other Matters

The Company wishes to provide the following additional updates:

- Work with Canopy is ongoing as the Company assists them in the development of their oil and extract products.
- The Company has retained the services of a brand and marketing consultant. The consultant will assist the Company in developing an integrated strategy for creating brand awareness and market acceptance for its products being launched now through the second quarter of 2016, including the Company's Active Hemp line of nutritional supplements and extracted oil and infused products containing THC in Colorado.
- Following the closing of the acquisition of the Lawrenceville, Illinois, property designated to house the Company's planned medical marijuana dispensary (see the November 26, 2015, press release), the Company is organizing to commence renovations. The Company aims to complete construction in the calendar first quarter of 2016, contingent on the date of the final inspection by the Illinois Department of Financial and Professional Regulation.

CEO, David Posner, commented: "Our team has made exceptional strides in reducing debt, advancing our Colorado and Illinois business plans, and completing development of our first three hemp products. I am very pleased with the milestones we have met to-date and look forward to 2016, which I believe will be transformative for the Company and the industry."

About Nutritional High International Inc.

Nutritional High is focused on developing, acquiring and designing products and brands in the hemp and marijuana-infused edible products and oil extracts sectors for medical and adult recreational use. The Company works exclusively in jurisdictions where such activity is permitted and regulated by state law, through entities that 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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