Nutritional High International Inc.
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NUTRITIONAL HIGH ANNOUNCES LAUNCH OF FIRST ACTIVE HEMP PRODUCTS

FOR IMMEDIATE RELEASE

TORONTO, ONTARIO – Nutritional High International Inc. (the "**Company**" or "**Nutritional High**") (CSE: EAT, OTCQB: SPLIF) is pleased to announce that the first products in the Active Hemp line of products, being launched by its wholly owned subsidiary, Nutritional Traditions, are now available to retail stores in Northern California. The Active Hemp capsules are available in 5 mg and 25 mg doses, which include non-psychoactive ingredients that naturally occur in the industrial hemp plant. All hemp used in the products is tested for quality and purity.



The Company is excited about the potential of its Active Hemp products and is working to expand this product line in the near future. Included in launch plans are products which use a push cap delivery system for nutritional supplements - including those that naturally occur in the industrial hemp plant - that can be used to turn an ordinary bottle of water into a delicious, healthy drink that consumers can carry with them throughout the day.

"Launching our first products into the marketplace is a major milestone for the Company," commented Nutritional High CEO David Posner. "We expect our Active Hemp products to rapidly gain market share. We'll endeavor to stay on the cutting edge by continuing to introduce innovative and high-quality products."

Resignation of Michael Pesner

The Company also announces that Michael Pesner has resigned from the board of directors due to other commitments. We thank Michael for his contributions to the Company.

About Nutritional High International Inc.

Nutritional High is focused on developing, manufacturing and distributing products and nationally recognized brands in the hemp and marijuana-infused products industries, including edibles and oil extracts for nutritional, medical and adult recreational use. The Company works

exclusively through licensed facilities in jurisdictions where such activity is permitted and regulated by state law.

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+.

No statements made regarding Nutritional High's Active Hemp products have been evaluated by the United States Food and Drug Administration ("FDA") nor has the efficacy of these products been confirmed by FDA-approved research. These products are not intended to diagnose, treat, cure or prevent any disease, and the Company makes no claims as to any extra benefits for products containing hemp or active hemp extract. No information presented by the Company regarding its products is meant as a substitute for or alternative to information from health care practitioners. Consumers should consult their own health care professional about potential interactions or other possible complications before using any products distributed by the Company or its subsidiaries, and must draw their own conclusions as to any benefits the use of these products may provide. Neither Nutritional High, nor any of its subsidiaries grows, sells or distributes any substances that violate United States Federal Law or the Controlled Substance Act (USA).

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