



Nutritional High International Inc.
77 King Street West, Suite 2905
Toronto, ON M5K 1H1

August 23, 2016

NUTRITIONAL HIGH ANNOUNCES LICENSING OF ITS EFFINGHAM DISPENSARY AND SUCCESSFUL OPEN HOUSE

FOR IMMEDIATE RELEASE

TORONTO, ONTARIO – Toronto, Ontario – Nutritional High International Inc. (the "**Company**" or "**Nutritional High**") (CSE: EAT, OTCQB: SPLIF, FRANKFURT: 2NU), is pleased to report that it has received a license for its Illinois dispensary and held a successful open house at its dispensary in Effingham Illinois.

Receipt of Illinois Dispensary License

Nutritional High was advised by the Illinois Department of Financial and Professional Regulation ("**IDFPR**") that it has received all required registration information and that its subsidiary NH Medicinal Dispensaries, LLC ("**NHMD**") is now licensed to operate the dispensary in Effingham, IL. The Company is in the process of registering its employees with IDFPR and expects to finalize the process by the end of August, upon which, The Clinic Effingham will commence its operations. The Clinic Effingham may now begin patient registrations and any qualifying Illinois residents who are interested in being registered should contact Kelley Esker at kesker@clinicillinois.com.

Nutritional High CEO Jim Frazier provided the following comments: "We are very proud of meeting this major milestone in the development of our business in Illinois and are pleased that we can start assisting patients in the area. We thank our partners and our new staff at The Clinic Effingham for their great effort in making The Clinic Effingham a reality, and we look forward to working with them to grow the business and provide top level service and product offerings to qualifying patients in Illinois."

The Clinic Effingham Open House

The Clinic Effingham held a successful open house on August 15th at its location in Effingham. Over 100 people turned out to the event to learn more about the Clinic and the benefits that medical cannabis can offer potential patients, with a chance to meet the management team, including the Clinic's general manager Zachary Yborra. Included among the attendees were members of local government and law enforcement officials. Pictures of the event have been posted on the Company's social media pages.

The Clinic Effingham will be working with eight different cultivators, which grows the flowers and manufactures extracts. The cultivator centers also manufactures gummies, capsules, cookies, brownies and other infused products.

The Clinic Effingham will hold three patient information seminars, where Clinic staff will answer questions about the Illinois medical cannabis program, receive patient information, learn about qualifying conditions and how medicinal cannabis can help qualifying patients. The patient information seminars will take place on Wednesday, August 24th at 4:00PM, Monday, August 29th at 10:00AM, and Wednesday, August 31st at 5:00PM, at The Clinic Effingham, located at 1011 Ford Avenue Suite C Effingham, IL.

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+](#).

About The Clinic Effingham

The Clinic Effingham represents a partnership between Ataraxia, GTI and Nutritional High. This partnership includes leading Illinois dispensary and cultivation operators with a track record of successfully serving patients and positively impacting the communities in which they operate.

For further information, please contact:

Jim Frazier, CEO

Nutritional High International Inc.

321-516-7171

jfrazier@nutritionalhigh.com

-or-

Etienne Moshevich

Transcend Capital Inc., Investor Relations

604-681-0084

et@transcendcapitalinc.com

NEITHER THE CANADIAN SECURITIES EXCHANGE NOR OTC MARKETS GROUP INC., NOR THEIR REGULATIONS SERVICES PROVIDERS HAVE REVIEWED OR ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.

This news release may contain forward-looking statements and information based on current expectations. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from those implied by such statements. Such statements include submission of the relevant documentation within the required timeframe and to the satisfaction of the relevant regulators, completing the acquisition of the applicable real estate and raising sufficient financing to complete the Company's business strategy. There is no certainty that any of these

events will occur. Although such statements are based on management's reasonable assumptions, there can be no assurance that such assumptions will prove to be correct. We assume no responsibility to update or revise them to reflect new events or circumstances.

Company's securities have not been registered under the U.S. Securities Act of 1933, as amended (the "**U.S. Securities Act**"), or applicable state securities laws, and may not be offered or sold to, or for the account or benefit of, persons in the United States or "U.S. Persons", as such term is defined in Regulation S under the U.S. Securities Act, absent registration or an applicable exemption from such registration requirements. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in the United States or any jurisdiction in which such offer, solicitation or sale would be unlawful.

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.