



Nutritional High International Inc.
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**NUTRITIONAL HIGH EXTENDS EXCLUSIVE
PARTNERSHIP FOR JIMI HENDRIX PRODUCTS**

FOR IMMEDIATE RELEASE

TORONTO, ONTARIO – Nutritional High International Inc. (the "**Company**" or "**Nutritional High**") (CSE: EAT, OTCQB: SPLIF) is pleased to announce that it has amended the terms of its exclusive licensing agreement ("**Agreement**") with Purple Haze Properties LLC ("**PHP**"), under which the Company may manufacture and distribute various marijuana and hemp-infused edible products using the song titles and bearing the likeness of iconic guitarists Jimi Hendrix, as described in the Company's press release dated June 8, 2015.

The amendment provides for the early payment of the 2016 exclusivity fee and advance royalty in exchange for the issuance of 5,000,000 Common Shares of the Company to PHP at an effective price of US\$0.05 per share rather than the market price as the agreement originally provided.

David Posner, CEO of Nutritional High commented "We're pleased to continue our partnership with Purple Haze Properties as we work to roll-out our products in the United States. The use of Jimi Hendrix's iconic imagery and song titles will surely attract product sampling and sales, thereby allowing us to demonstrate our superior taste, dosing consistency and quality. In particular, PHP's willingness to accept their 2016 fee at a premium to today's market price not only highlights their belief in the future viability of our company but also proves their long-term partnership with Nutritional High.."

The products under license include gummies, hard candies and beverages for sale throughout North America.

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+](#).

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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.

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