



KEN YOUNG TO JOIN NUTRITIONAL HIGH AS SENIOR VICE PRESIDENT OF OPERATIONS FOR CALYX BRANDS

Toronto, Ontario – September 13, 2019– Nutritional High International Inc. ("**Nutritional High**" or the "**Company**") (CSE: **EAT**, OTCQB: **SPLIF**) is pleased to announce that Ken Young will be joining the company as of September 16th, 2019, in the newly created role of Senior Vice President of Operations for wholly-owned subsidiary Calyx Brands, Inc.

Mr. Young brings more than 15 years' experience in cannabis and consumer packaged goods across a range of operational leadership roles.

Most recently, Ken served as Vice President of Operations for Kurvana, one of the top 10 largest California manufacturers in cannabis with nearly \$40M in 2018 consumer sales according to BDS Analytics. In this role, he led the operational development of two new distribution facilities and improved overall service and communication to valued customers. He was also responsible for the overall ownership of supply chain, sourcing, raw material planning (MRP), packaging, fulfillment, warehousing, quality control and logistics.

Prior to taking his first leadership position in the cannabis industry, Mr. Young served for three years as Senior Director, Sales & Operations Planning for Young's Market, a \$3B wine and spirits distributor. At Young's, he was responsible for sales and operations planning across seven business units, and more than 10,000 SKUs. He also served as business lead for Oracle ERP Implementation of Demantra, in partnership with Deloitte Consulting.

"I'm excited to be joining an established leader like Calyx Brands at a time of great growth and change in cannabis distribution," said Mr. Young. "My career has been focused on planning for and managing change in both traditional industries and cannabis. I see clearly the path forward for cannabis distribution and look forward to driving the technology, logistics, and strategy innovation required to help the brands represented by Calyx win."

Before joining Young's Market, Ken served as Demand Planning Manager for Campari, America. He also served as Planning Manager, Americas Supply Chain, for Australia-based Treasury Wine Estates. Ken began his professional career working for four years with craft brew leader Anchor Brewers & Distillers LLC where he served as Sales & Operations Planning Manager before being promoted to Senior Supply Chain Manager.

"We're thrilled to have Ken join our powerful team," said Calyx Brands' CEO Dakota Sullivan. "Cannabis distribution is entering a period of rapid innovation. As Nutritional High's CEO Adam Szwera outlined in his Letter to Investors dated September 9th, we are in the process of radically re-imagining the distribution model in order to bring new efficiencies, cost savings and scale benefits to cannabis manufacturers. Ken's experience architecting technology-driven step change for a global multi-billion-dollar distributor like Young's Market as well as his experience at the operational help of Kurvana will be invaluable to us."

About Nutritional High International Inc.

Nutritional High is focused on developing, manufacturing and distributing products under recognized brands in the cannabis products industry, with a specific focus on edibles and oil extracts for medical and adult recreational use. The Company works exclusively with licensed facilities in jurisdictions where such activity is permitted and regulated by state law.

The Company follows a vertically integrated model with a fully developed strategy for acquisitions in extraction, production, sales, and distribution sectors of the cannabis industry. Nutritional High has brought its flagship FLI™ edibles and extracts product line from production to market through its wholly owned subsidiaries in California and Oregon, as well as Colorado where its FLI™ products are manufactured by a third-party licensed producer. In California, the Company distributes its products and products manufactured by other leading producers through its wholly owned distributor Calyx Brands Inc. and is entering the Nevada, Washington State and Canadian markets in the near future.

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](#) and [Instagram](#) or visit www.nutritionalhigh.com.

For further information, please contact:

David Posner

Chairman of the Board

Nutritional High International Inc.

647-985-6727

Email: dposner@nutritionalhigh.com

Ethan Karayannopoulos

Director, Investor Relations

Nutritional High International Inc.

416-777-6175

Email: ethan@nutritionalhigh.com

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