



**NATURALLY SPLENDID FORMS STRATEGIC ALLIANCE WITH
NATURE'S HEALTH PRODUCTS CANADA CORP. to
MARKET HEMPOMEGA™ GLOBALLY**

January 6th, 2015, Burnaby, BC, Canada - Naturally Splendid Enterprises (“Naturally Splendid” or the “Company”) (NSP – TSX Venture) (50N – Frankfurt) is pleased to announce it has signed a strategic alliance with **Nature's Health Products Canada Corp. (“NHPCC”)**, a member of the POS Group of Companies based in Saskatoon, Saskatchewan, to capitalize on immediate opportunities to sell bulk volumes of HempOmega™ to selected clients. Potential markets for HempOmega™ include products for human consumption, as well as commercial poultry and beef feed ingredients and pet food ingredients.

The first agreement executed between the two companies is a three (3) year Contractor Agreement. The Contractor Agreement outlines the following:

NHPCC will take commercially reasonable measures to:

- a. identify opportunities for Naturally Splendid to sell HempOmega™; and
- b. introduce Naturally Splendid to potential purchasers of HempOmega™ in order to enable the Company to negotiate and conclude sales agreements with such purchasers.

POS Bio-Sciences, an NHPCC affiliate and contract R&D / custom manufacturer has been working with Boreal Technologies for over eighteen (18) months fine tuning the manufacturing process for HempOmega™ to meet Naturally Splendid's strict requirements.

POS Bio-Sciences CEO Mr. Dale Kelly advises, “During the product development process, it became clear that HempOmega™ was a unique business proposition. We believe it is ideal for several of our existing clients and allows POS to explore new markets and opportunities created with this omega technology. We have an intimate knowledge of the science of HempOmega™ and the base technology that forms the foundation of all the omega offerings available through Naturally Splendid. We are confident the synergy between Naturally Splendid, Boreal Technologies and our company will create significant revenue opportunities in 2015. We have already identified prospects in the animal feed and pet food sectors who have expressed interest in HempOmega™.”

Naturally Splendid CEO Craig Goodwin states, “The strategic alliance with POS has accelerated the opportunity to present HempOmega™ to a wide range of clients, globally, without incurring significant capital costs for manufacturing infrastructure, or the delay in time that constructing such a facility would take. With this agreement in place, Naturally Splendid has entered the lucrative \$35 Billion annually omega market”.

NHPCC is a member of the POS Group of Companies and responsible for commercializing internal POS research through ingredient marketing and distribution. Founded in 2012, NHPCC works with global distributors to market POS's internally developed ingredients, as well as helping to link clients who may have mutual interests.

POS specializes in extraction, fractionation, purification and modification of bio-based materials. POS conducts a wide range of R&D projects relating to bioprocessing industries such as food ingredients,

nutraceuticals, biofuels, functional foods, skin care, industrial bioproducts, agricultural biotechnology, forestry, marine, and more. POS operates two facilities based in Saskatoon, Saskatchewan: a 54,000 sq. ft. facility is comprised of 5 pilot plant processing areas, 11 laboratories, warehousing and quarantine areas, a library, client rooms, and a 11,000 sq/ft semi-works manufacturing center.

1. POS Core services:

Process & product development

Providing services to determine technical feasibility, economic feasibility and to successfully scale-up to commercial level processes.

Assists clients by creating value from bio-materials derived from the earth's prairies, forests, oceans, and deserts.

Toll Processing/Small scale specialty manufacturing

Reduces risk by outsourcing manufacturing; accelerating market entry and reaping the benefits of early sales.

Comprehensive resources, cGMP systems, and experienced staff to help develop and manufacture product without capital outlay – whether as an interim measure or as a longer-term solution.

After processing, the ability to ship product to destinations around the globe with the help of in-house logistics and materials handling support staff.

Analytical services

Analytical laboratories provide a full range of routine analyses using industry accepted methodologies. Pilot plant projects benefit from convenient, integrated analytical support.

Lab scale projects receive the same high quality customized services and fast turn around time.

Accurate, timely feedback with in-house analytical services, real-time process analyses, and specialized scientists & technicians.

2. Recognition / Certifications:

ISO 9001:2000 compliant, Health Canada NHP Site License for manufacturing natural health products, CFIA Site License for processing fish and marine oil with approval to export to the EU, Utilizes HACCP and traceability systems.

About Naturally Splendid Enterprises Ltd.

Naturally Splendid's 100% owned NATERA™ line of hemp-based superfood products are carried nationwide by Canada's leading health food distributors and a network of retail stores across Canada including major retailers and specialty stores. Naturally Splendid's recently rebranded "NATERA™" line of products includes natural and flavored shelled hemp seeds as well as natural and flavored hemp protein powders.

Naturally Splendid has an exclusive sales agreement to market and distribute, in North America, the full complement of patent pending, plant-based omega products created by Boreal Technologies. The

products include **HempOmega™** and **H2Omega™**, as well as the **FlaxOmega™**, **CanolaOmega™**, and **ChiaOmega™** plant based omega products. These novel products utilize microencapsulation and liposome technologies and are available in both a powder format and an aqueous solution for increased flexibility in ingredient applications and stand-alone products.

For further information please contact: 604-559-8051

J. Craig Goodwin

CEO & Director

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