



NATURALLY SPLENDID CONTRACTS
ALBERTA'S FOOD SCIENCE TECHNOLOGY CENTRE to
ASSIST IN DEVELOPING PET FOOD LINE

January 28th, 2015, Burnaby, British Columbia, Naturally Splendid Enterprises (the "Company") (FRANKFURT:50N) (TSX VENTURE:NSP) (OTCQB:NSPDF) is pleased to announce the signing of a Service Agreement with Alberta Agriculture and Rural Development's Food Science and Technology Center (FSTC) in Brooks, Alberta. This agreement is a fulfillment of the September 11, 2014 press release announcing that Naturally Splendid Enterprises intended to contract some of the Alberta government's food processing services. The FSTC is one unit of the Food and Bio Processing Division of Alberta Agriculture and Rural Development and has scientists that specialize in pet food products. As stated in the September release...

"The goal of this study is to develop pet superfoods fortified with HempOmega™ in order to provide optimum nutrition for pets and participate in this multi-billion dollar market."

"Consumer demand for pet food, health and wellness products, grooming and pet related accessories is growing at a rate of 4% annually according to Packaged Facts(1). The overall market in Canada for pet related items reached \$6.6 billion in 2012 and is expected to grow to \$8.3 billion by 2018. Pet food represents 30% of that total as the Canadian population of cats and dogs is estimated at 9.5 and 5.0 million respectively. In the United States, domestic pets number 83.3 million dogs and 95.6 million cats in 2012".

"Consumers spend an average of nearly \$1000/year on their pets. Pet-related spending will continue to increase rapidly over the coming years, due in large part to the aging pet population, and owners seeking higher quality food for their pets(2). The new generation of pet owners is both willing and able to pay top dollar for premium products. They are concerned about their pets' health and welfare. Recent and emerging trends in the market include: a focus on nutrition, an interest in low calorie or light products; increased availability of nutraceutical products with supported health claims; and, gourmet and specialty pet foods and snacks".

"Moving forward with this important investigation of the processing capabilities of HempOmega™ is a critical step in our product development phase" states Bryan Carson VP of Operations for Naturally Splendid. "The Food Science and Technology Center is the ideal facility to help us develop this new product line, as they have scientists who specialize in the formulation and production of both dog and cat foods. We are very excited to have access to this experienced team of experts." The scientists at Boreal Technologies will also play an important role in working with the results provided by FSTC staff to optimize the potential benefits of this novel encapsulation technology.

Funding for this project will come in part from the National Research Council of Canada.

For more information on this important study please refer to the press release dated September 11, 2014.

About Boreal Technologies Inc.

Boreal Technologies Inc. ("Boreal") is a privately owned Canadian company located on the University of British Columbia campus in Vancouver, B.C. Boreal provides pilot manufacturing and process/product development for Omega fatty acids with an initial focus on industrial hemp. These technologies have been developed from active studies over the past few years and Boreal has been able to identify commercial applications for these technologies in the nutraceutical and pharmaceutical industries. This has led to new applications for selected food products that can incorporate these new forms of industrial hemp and other omega rich oils.

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.

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Forward-Looking Statements

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