



NATURALLY SPLENDID LAUNCHES 100% OWNED PET CARE LINE

February 26, 2015 – Vancouver, BC – Naturally Splendid Enterprises (the “Company”) (NSP – TSX Venture) (NSPDF – OTCQB) (50N – Frankfurt) is pleased to announce the launch of a 100% owned hemp-based pet care line trademarked Pawsitive FX™ and the launch of the new Corporate company Website at www.naturallysplendid.com. The new website will go live at 6:30am PST on Feb. 26, 2015.

The initial Pawsitive FX™ product line consists of three formulations for topical applications as well as 3 formulated shampoo products.

Company Director and VP of Operations Bryan Carson reports, “The pet industry in Canada, the United States and many other countries is booming. Americans, for example, own more pets than ever before and according to the American Pet Product Association (APPA), spent approximately \$47.7 billion on pet products and services in 2010. Growth in the sector can be attributed to increasing pet ownership and increased spending per pet. Pet pampering is becoming the norm, as pet owner spending has moved far beyond simple food and grooming expenses to include innovative and specialized premium products. This trend has driven Naturally Splendid to develop a line of natural pet care products, custom formulated and manufactured in Vancouver BC, based on the ever amazing benefits derived from hemp-oil based formulations”.

Company CEO Craig Goodwin adds, “As reported in a Jan. 28, 2015 news release, Naturally Splendid Enterprises announced the signing of a Service Agreement with Alberta Agriculture and Rural Development's Food Science and Technology Center (FSTC) in Brooks, Alberta. 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. The purpose of that project is directed to pet food products. We wanted to offer a range of pet products in addition to pet food and have thus developed a topical pet care products line”.

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. "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.

The Company plans to generate sales of Pawsitive FX™ products by utilizing its existing distribution network, develop additional pet specific distribution networks and generate on-line sales.

About Naturally Splendid Enterprises Ltd.

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 are available in both a powder format and an aqueous solution for increased flexibility in ingredient applications and stand-alone products.

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.

About Full Spectrum Labs Limited.

Full Spectrum Laboratories, LTD. Incorporated in Ireland, is a bioresearch and product development company with operating subsidiaries in Canada and the United States. The company has principally focused on the plant cannabis sativa and has developed numerous technologies and made several discoveries resulting in two granted patents and over 11 patent applications, in just under 5 years. FSL currently concentrates on formulation and extraction technologies; analytical cannabis testing in Canada; advance cannabis plant breeding specializing in CBD expression; and cannabinoid bio-synthesis.

For more information e-mail info@naturallysplendid.com or call 604-673-9573

On Behalf of the Board of Directors

J. Craig Goodwin

CEO, Director

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Forward-Looking Statements

Information set forth in this news release contains forward-looking statements that are based on assumptions as of the date of this news release. These statements reflect management's current estimates, beliefs, intentions and expectations. They are not guarantees of future performance. Naturally Splendid cautions that all forward looking statements are inherently uncertain and that actual performance may be affected by a number of material factors, many of which are beyond Naturally Splendid's control. Accordingly, actual and future events, conditions and results may differ materially from the estimates, beliefs, intentions and expectations expressed or implied in the forward looking information. Except as required under applicable securities legislation, Naturally Splendid undertakes no obligation to publicly update or revise forward-looking information.

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