



Naturally Splendid Pet Care Line Awarded Best New Product Award

VANCOUVER, BRITISH COLUMBIA--(May 7th, 2015) - Naturally Splendid Enterprises Ltd. (the "Company") (FRANKFURT:50N) (TSX VENTURE:NSP) (OTC:NSPDF) is pleased to announce that its all-natural pet care line branded under the Pawsitive FX™, has been awarded Best New Product at its debut at the Calgary Pet Industry Trade Show on April 26th, 2015. The annual event, organized by the Pet Industry Joint Advisory Council of Canada (PIJAC Canada) draws together manufacturers, distributors and retailers from all over Alberta, Northwest Territories and beyond.

Pawsitive FX™ is the second retail brand Naturally Splendid has launched, the first retail line being NATERA®, a hemp food line consisting of hemp seeds and hemp protein. NATERA® is distributed by several distributors including Canada's largest natural products distributor Purity Life. Company CEO, Craig Goodwin reports, "It has been an auspicious start for Pawsitive FX™. To be awarded best New Product in our debut trade show is a strong signal of consumer demand for this line. We look forward to discussing national representation of the Pawsitive FX™ line with several significant North American Distributors.

According to American Pet Products Association, pet care product sales in 2014 for the United States were over \$58,000,000,000 US and in 2015 are estimated to be over \$60,000,000,000 US.

PIJAC originated in the USA in 1971. PIJAC Canada officially came into effect in March of 1988, to provide industry representation on Canadian legislative issues, initially at the municipal level and later at provincial and national levels. A founding member of the International Pet Advisory Council (IPAC), PIJAC Canada focuses its efforts in three key areas; Information, Education and Advocacy and is considered the unified voice of the Canadian pet industry.

The Calgary Pet Industry Trade Show is one of four industry events arranged by PIJAC Canada throughout the year, focusing on different regions across the country. The New Products Competition is voted for by the visitors themselves and seen as a good indication of retailers' confidence in the product.

The PawsitiveFX™ line currently consists of three topical hemp-oil enhanced balms aimed at dog owners who want to maintain optimum health for their pets. Happy Paws™ moisturizes and conditions the pads on dogs paws. It also helps with healing dry, chapped and cracked skin. Strong Paws™ is a nourishing wax formulated to provide protection against the elements. Used year round, it is aimed at the outdoor dog that has to contend with hot, cold, dry damp, sandy or dusty conditions. Happy Snouts™ is a soothing, moisturizing and healing balm for the nose and is getting a lot of interest from groomers because of its ability to keep a dog's nose in great condition. All three products are made in and distributed from the Greater Vancouver area using natural, ethically sourced ingredients.

Going forward, the PawsitiveFx™ team is continuously monitoring pet industry trends and evaluating opportunities for expanding the range.

About Naturally Splendid Enterprises Ltd.

Naturally Splendid has an exclusive licensing agreement to market and distribute, the full complement of patent pending, plant-based omega products created by Boreal Technologies. The products include HempOmega™ and H2Omega™, as well as the AlgaeOmega™ 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. Additionally, the Company has licensed from FSL progressive cannabinoid extraction and formulation technologies including the world's first water soluble cannabinoid patent.

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.

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. There is no guarantee that the Company's plans will be found to be commercially viable, POS will be successful in developing new plant based omega products; the costs to develop these products will not be higher than anticipated; the Company's ability to compete with large food and beverage companies; sales of any potential products developed will be profitable; and the risk that any of the potential applications may not receive all required regulatory or legal approval. 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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