Naturally Splendid Secures Renowned Distributor for Award Winning Pawsitive FX™ Line

VANCOUVER, BRITISH COLUMBIA--(June 29, 2015) - Naturally Splendid Enterprises Ltd. (the "Naturally Splendid" or "NSE") (FRANKFURT:50N) (TSX VENTURE:NSP) (OTC:NSPDF) is pleased to announce that it has secured an arrangement with Anipet, a distributor of top selling Pet Products, to distribute its 100% owned, award winning all natural pet care line, PawsitiveFX™.

Founded in 1976, Anipet's reach extends across Canada throughout the Pet Specialty Channel, reaching over 1,000 retailers that include Global Pet Foods, Mr. Pets, Petland, Pet Food N' More, Tisol and Total Pet. Anipet (www.anipet.com) is the premium distributor of choice in western Canada for some of the industry's best-selling brands such as Merrick Pet Care, Natural Balance, Greenies, Petcurean and Petmate and WellPet.

Troy Firth, CEO of Anipet said: "The PawsitiveFX™ products provide a real lifestyle benefit to dogs. They are effective, well branded and priced right. PawsitiveFX™ has huge potential not only in terms of sales of the current offering but also future product developments for the brand. Anipet is proud to be exclusively handling distribution across western Canada for PawsitiveFX™."

Andy Birchall, Brand Manager for PawsitiveFX™ states, "This is an exciting stage for PawsitiveFX™. In order to grow successfully, we are determined to develop strong partnerships in key areas from the outset. Sales and distribution is one of those key areas and the team at Anipet is clearly as excited about our products and the industry as we are. They have the expertise, scope and passion to help take PawsitiveFX™ forward and we are thrilled with this new relationship. Anipet is the perfect fit for us."

Naturally Splendid CEO Craig Goodwin comments, "The pet industry in North America is immense. According to The American Pet Products Association, annual sales in the American pet market exceed $61 Billion dollars annually with the majority of those sales targeted to nutrition and pet care, while the Canadian market reports sales in pet related items reached $6.6 billion in 2012 and is expected to grow to $8.3 billion by 2018."(1)

Goodwin adds, "In September 2014, Naturally Splendid announced the commencement of a working relationship with The Alberta Food Processing Development Center ("AFPDC") to determine the efficacy and nutritional benefits of using the Company's exclusive HempOmega™ plant based omega supplement, to fortify commercial pet foods. We are pleased to report that the initial phase of this project has been conducted, creating an omega enhanced dog food product that we have now received the first samples of. Initial indications are very promising. We are conducting further analysis on this product and will be initiating a study feeding this product to a test group of dogs who will then be monitored to determine the extent of nutritional benefit they receive when while eating this omega enhanced food. We believe there are multiple revenue opportunities whether that is adding omega enhanced dog food product to the Pawsitive FX™ line, private labeling or potential technology licensing opportunities to established pet food companies."

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* (1). *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* (2).

(1) "Canadian Pet Market Outlook 2014" by Packaged Facts.

(2) Consumer Trends (Pet Food in Canada) http://publications.gc.ca/collections/collection_2011/agr/A74-1-17-2011-eng.pdf

(3) US & FCS Market Research Reports (Pet Food) http://www.plancameral.org/ishare-servlet/content/cd11506a-0479-4abb-a86e-1f0eb6c571c2

About Naturally Splendid Enterprises Ltd.

Naturally Splendid is a multifaceted biotechnology company that is developing, producing, commercializing, and licensing an entirely new generation of plant-derived, bioactive ingredients, nutrient-dense foods, and related products. Naturally Splendid is building an expanding portfolio of patents (issued and pending) and proprietary intellectual property focused on the commercial uses of industrial hemp and non-psychoactive cannabinoid compounds in a broad spectrum of applications.

Naturally Splendid currently has four innovative divisions: (1) Natera(TM) brand of retail hemp superfood products currently distributed throughout North America; (2) PawsitiveFX(TM) brand of pet care products; (3) BCI(TM) division of plant-derived bulk ingredients including patent-pending HempOmega(TM); and (4) hemp-based cannabinoid pharmaceuticals and nutraceuticals. The Company's advanced technologies, industry expertise, and strategic partners allow for the creation of customized solutions with a consistent focus on quality and sustainability.

For more information please 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 Naturally Splendid’s plans will be found to be commercially viable; Naturally Splendid will complete the proposed acquisition; Naturally Splendid’s ability to compete with large food and beverage companies; sales of any 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.