



Naturally Splendid Secures Nationwide Distribution for NATERA® in the Sports Nutrition Market

BURNABY, BRITISH COLUMBIA (September 15th, 2015) - **Naturally Splendid Enterprises Ltd.** ("Naturally Splendid" or the "Company") (TSX VENTURE: NSP) (OTCQB: NSPDF) (FRANKFURT: 50N) is pleased to announce they have secured a new distribution relationship with a major Canadian sports nutrition distributor for its all-natural hemp product line, NATERA®.

Karma Nutritionals (www.karmanutritionals.com) is a premium distributor in Canada's sports nutrition market for some of the industry's cutting edge supplements such as PhD, Top Secret Nutrition and Skout Organic. Founded in 2009, Karma Nutritionals has established excellent relationships with over 500 sport nutrition retail stores across Canada. Retailers include Reflex, Fuel SVN, X Fuel and Active body nutrition.

The NATERA® line will officially launch with Karma October 2015 and will be marketed to sports nutrition retailers Canada-wide through Karma's extensive distribution channels.

Jennifer Walker, CEO and founder of Karma Nutritionals, said, "We are very excited to supply a premium hemp protein and hemp seed line that is all natural and tastes great. The NATERA® products fit into the Karma line perfectly as these days there are many athletes looking for a more natural or plant based protein option."

Matthew Chow, Sales Manager for NATERA® states, "This is a very exciting time for NATERA®, having identified growing opportunities for the brand in the sport nutrition market which reports sales in excess of \$200 million USD annually. Karma Nutritionals offered the best option as far as reach and strategy and is an excellent partner for the NATERA® hemp line. We look forward to working closely with the team at Karma to ensure the success of the NATERA® line and both of our organizations."

Naturally Splendid CEO Craig Goodwin reports, "We continue to see the customer profile base for the NATERA® products expand. The demographics for our hemp-based products continue to grow as more and more consumers become acquainted with the benefits of plant-based ingredients and nutrition. These products are not only great for the vegetarian and vegan market, but for all of those seeking to improve their diet, performance and quality of life. We are proud to produce products that can make a positive difference in people's lives."

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® brand of retail hemp superfood products currently distributed throughout North America; (2) PawsitiveFX™ brand of pet care products; (3) BCI Division of plant-derived bulk ingredients including patent-pending HempOmega™; 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 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

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