



Naturally Splendid Secures USA Distributor for Pawsitive FX™

VANCOUVER, BRITISH COLUMBIA-- (October 5, 2015) - Naturally Splendid Enterprises Ltd. (the "Company") (FRANKFURT:50N) (TSX VENTURE:NSP) (OTC:NSPDF) is pleased to announce their 100% owned pet care retail line, PawsitiveFX™ is to be distributed in the US through Coast 2 Coast Wholesale Pet Products. The Garden Grove, California based company is a well-established distributor serving over 1000 stores across the United States including PetSense and Krisers outlets. The arrangement is non-exclusive and was reached largely as a result of the exposure gained from the recently attended, US-based, SuperZoo trade show in Las Vegas, Nevada.

Kurt Hansen, CEO of Coast 2 Coast said, "We recognize the PawsitiveFX™ line as a premium product. There is an excitement in the market about how effective these products are and Coast 2 Coast is very happy to be carrying the brand into the US. We look forward to contributing to the success of the PawsitiveFX™ line."

Naturally Splendid will use this relationship as a stepping stone into the \$60 Billion a year US pet products market and is intending to supplement this relationship with more similar arrangements over the coming months. According to the American Pet Product Association (APPA), "an overall rise in the number of pets in the US and increased spending per pet are the main factors that will contribute to the pet's industry growth in the years ahead. Even with the overall economic recovery taking longer than expected, annual revenue growth in pet products and services is anticipated to clock in at some 4.4% through 2016 (one of the few industries that can say so). As the recovery takes hold, household disposable income will rise even faster, and spending on pets will pick up even more".

Andy Birchall, Brand Manager for the PawsitiveFX™ line said, "The PawsitiveFX™ line is generating a lot of interest on both sides of the US/Canada border. US distribution is a hugely important piece of our strategic planning. Pet owners today are more educated than ever before in how to care for their animals, and less willing to use inferior products where their well-being is concerned. As a result, consumer spend in the pet healthcare and grooming sectors is growing. Our Happy Snouts™, Happy Paws™ and Strong Paws™ balms are superior products in their sector, so PawsitiveFX™ is ideally positioned to offer the high quality and effective topical products consumers expect. Coast 2 Coast has an impressive reach and reputation in the US and will provide PawsitiveFX™ with the perfect platform from which to launch our products into the market."

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(R) brand of retail hemp superfood

products currently distributed throughout North America; (2) PawsitiveFX(TM) brand of pet care products; (3) BCI 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 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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