



Naturally Splendid Signs LOI with The Cocos Pure Beverage Corporation to Develop Coconut / HempOmega™ Product Line

VANCOUVER, BRITISH COLUMBIA - (January 6, 2016) - Naturally Splendid Enterprises Ltd. (“Naturally Splendid”) (**FRANKFURT:50N**) (**TSX VENTURE:NSP**) (**OTC:NSPDF**) is pleased to announce that it has entered into a Letter of Intent (LOI) with The Cocos Pure Beverage Corp, to co-develop a unique product line of coconut based retail products infused with HempOmega™. The first three (3) products lines to be developed are; HempOmega™ / coconut hydration sachets; HempOmega™ / coconut capsules; and a HempOmega™ infused coconut water.

Naturally Splendid and Cocos Pure will equally share the cost of product development, including research and development, brand and market development as well as distribution costs. The companies will also equally split net revenues. A definitive Agreement is expected within ninety days.

Cocos Pure is a privately held, Vancouver based, company with an established retail line of organic and conventional coconut products, both food and beverage (www.cocospure.com), that are sold in seven countries. The products include coconut water in several flavours, as well as coconut oils and coconut foods.

The products will be jointly developed with the assistance of POS Biosciences at their facility located on the grounds of The University of Saskatchewan. POS Bio-Sciences offers unparalleled expertise and service in bioprocessing applied research from bench-top to commercialization scale focusing on Process Development, Analytical Services, and Custom Processing. POS specializes in extraction, fractionation, modification and purification of bio-based materials. All POS Bio-Sciences processes are cGMP-compliant and fully supported by quality assurance, commitment to regulatory compliance, and certification to international standards.

The products will utilize Naturally Splendid’s proprietary HempOmega™ which is a homogenous, water-soluble powder made from omega rich oil extracted from 100% non-GMO Canadian hemp seeds. Naturally Splendid’s proprietary microencapsulation process transforms omega-rich hemp oil into HempOmega®, that can be added directly into new or existing foods, beverages, cosmetics and nutraceuticals. Coconuts are rich in antioxidants, electrolytes, vitamins and minerals and have been used in many cultures as a dietary staple. With outstanding health benefits such as muscle performance, weight loss, kidney cleansing, stress reduction, heart health, diabetic control, and hypo allergenic the drink has tremendous potential across a wide range of demographics.

Coconut water is in a growth phase and has begun to penetrate the sports beverage market. The trend exists due to its nutritional benefits and natural hydrating qualities. The global sports beverage market, is witnessing a phenomenal growth mainly due to rising health and fitness consciousness across the general population. Earlier, athletes and body builders were the major consumers within the sports beverage market. That trend has been shifted to the general population, which in turn affects the demand dynamics of the sports beverage market to a great extent. The sports beverage market is expected to grow at a CAGR of 17% and hit a global value of USD 48 billion in 2015.

Cocos Pure CEO, Tiffin Clark, states, “We are more than excited to be partnering with Naturally Splendid and incorporating their proprietary omega technologies into these new products. The general trend in consumers making healthier choices related to dietary options continues to grow. Combining our various, premium quality, coconut products with Naturally Splendid’s high quality Omega will bring to market a unique synergy that offers consumers reliable and enjoyable products that are wholesome and nutritious. We believe there will be strong market pull from our existing distribution network, which we will leverage into a wider distribution network”.

Naturally Splendid CEO, Craig Goodwin states, “We are pleased to continue to find markets for HempOmega™. Developing new products with Cocos Pure further demonstrates the vast market opportunity for HempOmega™. Cocos Pure’s experience and expertise in the coconut beverage and food industries will be instrumental in bringing these new infused coconut products and beverages to 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® 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 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 including, 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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