



Naturally Splendid Updates

Development of Coconut / HempOmega® Product Line for The Cocos Pure Beverage Corporation

VANCOUVER, BRITISH COLUMBIA - (March 29, 2016) - Naturally Splendid Enterprises Ltd. (“Naturally Splendid”) (**FRANKFURT:50N**) (**TSX VENTURE:NSP**) (**OTC:NSPDF**) is pleased to announce that it has provided The Cocos Pure Beverage Corp (Cocos Pure), with a custom formulated HempOmega® emulsion to be added as an ingredient for an omega infused coconut water.

The custom formulated HempOmega® emulsion was developed at POS Bio-Sciences. Cocos Pure CEO Mr. Tiffin Clark states, “ the HempOmega® emulsion that Naturally Splendid provided is showing great promise. We are currently conducting taste trials and initial feedback has been extremely positive. We believe that an omega infused coconut water will have a competitive advantage over the myriad of coconut waters that are currently in the market”.

Naturally Splendid and Cocos Pure will co-develop a unique product line of coconut based retail products infused with HempOmega®. In addition to a HempOmega® infused coconut water additional products lines to be developed are: HempOmega® / coconut hydration sachets and HempOmega® / coconut capsules. HempOmega® is made from Canadian hemp seed oil that is micro encapsulated for incorporation into functional foods, beverages, dog foods and cosmetics. It can be used as an emulsion or manufactured into a powder to be used as a plant based source of omega fatty acids.

The products will be jointly developed with the assistance of POS Bio-Sciences 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.

Naturally Splendid CEO, Craig Goodwin states, “Developing new products with Cocos Pure further demonstrates the range of market opportunity for HempOmega®. And being a finalist in the prestigious NutraIngredients Awards has only added to the market potential of this omega ingredient. We will continue to develop commercial opportunities for HempOmega® in a wide range of applications”.

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.

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.

According to a 2012 report by Beroe Inc., 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.

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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.

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 and Asia; (2) Chi Hemp Industries Incorporated (Chii) is selling natural and organic hemp products through e-commerce (3) PawsitiveFX® brand of pet care products; (4) BCI Division of plant-derived bulk ingredients including patent-pending HempOmega®; and (5) 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

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