



Naturally Splendid Introduces Its NATERA® CBD Line

February 28, 2017 - VANCOUVER, BRITISH COLUMBIA - Naturally Splendid Enterprises Ltd. (the “Naturally Splendid” or “NSE”) (**FRANKFURT:50N**) (**TSX VENTURE:NSP**) (**OTC:NSPDF**) is pleased to announce the introduction of its new NATERA® CBD product line to be sold in Japan and as stated in a previous news release, additional countries will be announced on a timely basis as the strategic marketing plan is implemented.

NATERA® CBD nanomist oral sprays are a delivery system for administering phytocannabinoids and herbs. The new products are proprietary blends combining the power of East Asian adaptogenic herbs and HEMPLEX™, which contains over 75 botanical terpenes and blended with phytocannabinoids (CBD). The delivery system expects to offer improved bioavailability and product efficacy to daily supplements. Each 30ml spray bottle delivers a month supply, fits easily in a purse or pocket, and is convenient to use. The oral sprays offer three types of delivery systems. “**Brain**” promotes mental acuity and maintains neuro-agility. “**Calm**” helps to promote relaxation and mental calmness while “**Discomfort**” helps to ease temporary discomfort by alleviating tension and promoting relief.

NATERA® CBD renew combines East Asian herbal science with Cebidiol™ technology. This powerful blend provides soothing aroma-therapy and continuous bursts of calming ingredients with time-released action for a sensory remedy that balances the body and mind. This is a dual plant stem-cell and phytocannabinoid complex that helps to restore youthful vitality with more radiant looking skin.

NATERA® CBD relief is a cooling cream which provides instant and continuous soothing. It combines micro-encapsulated, time-released Cebidiol™ stimulating menthol and eight homeopathic ingredients along with lavender and rosemary essential oil.

NATERA® CBD relax uses advanced proprietary technology, Cebidiol™, which works with time-released action to slowly deliver microencapsulated CBD through the skin for optimal and long lasting effects. This blend provides soothing aromatherapy and continuous burst of CBD for a sensory remedy that balances the body and mind.

NATERA® CBD ENERGY SHOT is a powerful nutritional energy drink. It is a mixed berry drink with Nano CBD as a basis powered by HEMPLEX™. It contains 240 mg caffeine, is THC free and lasts for hours.

NATERA® CBD NIGHT TIME SHOT also contains HEMPLEX™ and helps you to wake up refreshed.

Naturally Splendid CEO Dave Eto comments: “*Many nutrients and phytocannabinoids, such as CBD are not very water soluble, limiting their bioavailability when inside the body. Nano technology enables substances to exist in their smallest particle which improves solubility and allows nutrients to reach their desired site in the body. Nanotechnology allows substances to act in new and powerful ways beyond their usual capacity. NATERA® CBD is a powerful and very promising product line, as confirmed by our initial*

pre-marketing, and we anticipate adding further high quality products to our CBD line as clients' needs evolve."

We invite you to view the preview of the NATERA® CBD product line at Naturally Splendid's Youtube channel: <https://youtu.be/I4V18oOB0f8>

All CBD (Cannabidiol) products will be sold only in jurisdictions that legally permit the purchase and sale of such products.

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 six 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) Simpli Plant-Based Ingredients Division of plant-derived bulk ingredients including patent-pending HempOmega®; (5) The 12,000-square-foot POS / BPC Facility - which is managed for Naturally Splendid by POS Bio-Sciences - is positioned to offer commercial-scale custom processing solutions for biological materials, such as functional foods and natural health ingredients to a wide range of clients (6) hemp-based cannabinoid nutraceuticals.

Naturally Splendid'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@naturallsplendid.com or call Investor Relations at 604-673-9573

On Behalf of the Board of Directors

Mr. Dave Eto

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 Naturally Splendid's ability to compete with large food and beverage companies; sales of any potential products developed will be profitable; sales of shelled hemp seed will continue at existing rates or increase; the ability to complete the sales of all bulk hemp seed purchase orders; 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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