



Naturally Splendid announces LOI with Ambarii Corp To Distribute CBD Tablets in Japan and South Korea

Vancouver, British Columbia, May 30th, 2017 - Naturally Splendid Enterprises Ltd. ("Naturally Splendid") (FRANKFURT:50N) (TSX-V:NSP) (OTC:NSPDF) is pleased to announce a Letter of Intent (LOI) has been executed with Ambarii Trade Corporation ("Ambarii") for the sale and distribution of Ambarii's proprietary sublingual full spectrum hemp CBD tablets ("Ambarii CBD Tablets") in Japan and South Korea. Ambarii is a wholly owned joint venture subsidiary of Lexaria Bioscience Corp's ("Lexaria") (OTCQB:LXRP) (CSE:LXX) and Joint Venture partner Neutrisci International Inc. ("Neutrisci") (TSX-V:NU) (NRXCF) (1N9.F).

Under the terms of the LOI, Ambarii will manufacture and supply Ambarii CBD Tablets to Naturally Splendid for exclusive distribution in Japan and South Korea. In addition to the revenue generated from product sales, Ambarii will also receive a royalty on all sales.

Ambarii CBD Tablets are quick dissolving and offer a metered dose of full spectrum hemp oil, combined with the powerful antioxidant properties of pterostilbene. The tablets will be flavor variant with zero-sugar. Ambarii CBD Tablets represent a market first and the only commercially ready tablet of its kind.

Neutrisci is a Canadian public corporation specializing in the marketing, development and distribution of proprietary nutraceuticals. They develop effective marketing and branding strategies for nutraceutical partners around the world. Established in 2009, NeutriSci has focused on the market development of several breakthrough nutraceutical products.

Lexaria's CEO Chris Bunka says, *"Ambarii is moving quickly to establish commercial production and distribution. Our Joint Venture partner Neutrisci International (TSX-V:NU) and Lexaria, working together, hope to establish distribution for Ambarii products in other global locations. We're pleased to be working with Naturally Splendid in this new enterprise."*

NeutriSci's President, Glen Rehman stated, *"This agreement establishes the first product distribution deal for the newly formed Ambarii. Together with our joint venture partner, Lexaria Bioscience, we are very excited to have made such significant progress with Ambarii. This agreement represents a significant milestone in the cannabinoid industry as it represents the*

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completion of the first 'plant to blood stream' product of its kind. We look forward to working with Naturally Splendid on this exciting new venture."

Hemp oil containing CBD is legal in Japan, and with a population of over 127 million, it represents one of the largest markets in the world. South Korea is expected to open its market to CBD from Hemp Oil soon, and its population of 50 million makes this an attractive market as well. Naturally Splendid has been working since 2015 to open distribution channels in both Japan and South Korea and expects these markets to contribute to meaningful revenue growth in 2017 and beyond.

Naturally Splendid CEO Dave Eto states, "*This initial agreement represents our continued efforts to penetrate the global Cannabidiol (CBD) market. We are very pleased to work with Neutrisci, who is a global leader in innovation, production, and formulation of clinically proven nutraceuticals. Our relationship with Neutrisci compliments our own strategy of being the first, being the best and different. This exclusive license for Japan and S.Korea supports our objective to offer a complete line of CBD containing products and to demonstrate our innovative focus. Together with Lexaria, Neutrisci and Ambarri, we believe we can develop and market products that will give Naturally Splendid a competitive advantage in this market space. Our goal is to now complete a definitive agreement.*"

Dave Eto adds, "Naturally Splendid is also investigating a HempOmega™ infused, CBD sublingual chewable tablet, which could lead to a wider array of new products. Combining the IP and expertise of the companies involved creates a most exciting synergistic and dynamic business opportunity and we would like to thank Lexaria, Neutrisci and Ambarri as we collaborate on this exciting venture."

About Lexaria

Lexaria Bioscience Corp. is a food biosciences company with a proprietary technology for improved delivery of bioactive compounds. The Company's lipophilic enhancement technology has been shown to enhance the bioavailability of orally ingested cannabinoids, while also improving taste. This technology promotes healthy ingestion methods, lower overall dosing and higher effectiveness in active molecule delivery. The Company's technology is patent-protected for cannabidiol (CBD) and all other non-psychoactive cannabinoids, and patent-pending for Tetrahydrocannabinol (THC), other psychoactive cannabinoids, non-steroidal anti-inflammatory drugs (NSAIDs), nicotine and other molecules.

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About NeutriSci International Inc.

NeutriSci specializes in the innovation, production and formulation of nutraceutical products. Established in 2009, NeutriSci's is building sustainable sales models with Convenience, Chain Drug, and Mass Market and Supermarket retailers for neuenergy®, the Company's natural energy and focus supplement that has at its core, the beneficial effects of blueberries.

Neuenergy® contains a unique patented combination of blueberries (pterostilbene) and naturally derived caffeine, and is a revolutionary energy tab designed to deliver enhanced focus and mental clarity with no sugar, no calories and no crash associated with typical energy products. To find out more about neuenergy®, please visit www.getneuenergy.com.

With the recent formation of Ambarii, a joint venture partnership with Lexaria Bioscience Corp., NeutriSci is expanding its reach into the burgeoning cannabinoid industry.

For more information, please visit: www.neutrisci.com or www.ambariicorp.com.

About Naturally Splendid Enterprises Ltd.

Naturally Splendid is a biotechnology and consumer products 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) Natera®Ingredients, division of plant-derived bulk ingredients including patent-pending HempOmega™; (5) POS-BPC Facility a 12,000-square-foot 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) Naturally Splendid USA offers ,Natera®CBD brand of retail hemp based cannabinoid nutraceutical and cosmeceutical products and Natera®Skincare brand of retail hemp based cosmeceutical products. 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.

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On Behalf of the Board of Directors

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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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