



Naturally Splendid Appoints Douglas Mason To the Board of Directors

VANCOUVER, British Columbia, November 7, 2017 -- **Naturally Splendid Enterprises Ltd. (“Naturally Splendid” or “NSE”)** (TSX-V:NSP) (OTCQB:NSPDF) (Frankfurt:50N) is pleased to announce that Mr. Douglas Mason, has been appointed to the Naturally Splendid Board of Directors.

Mr. Mason is currently Chairman of the Board, President and CEO of a number of TSX Venture Exchange companies. During his 20 years as President and CEO of well-known beverage companies including Jolt Cola and Clearly Canadian Beverage Corporation, Mr. Mason built a reputation for innovation. He has been credited as one of the pioneers of the New Age Beverage category. Additionally, Mr. Mason is a past Chair of the B.C. Sports Hall of Fame and Museum and of the B.C. Sports Hall of Fame Foundation, and remains an active member of the Foundation. He is currently Deputy Chair of the Board of Governors for Collingwood School, and is also an active supporter and recruiter of participants for fund raising events for the Rick Hansen Institute.

Mr. Mason states, “I am pleased to be increasing my role at Naturally Splendid by joining their Board of Directors. Since March of 2015 when I originally joined the Advisory Board, I have had an advantageous view of the IP, technologies and products that have been developed at Naturally Splendid, particularly as they relate to the functional and New Age beverage categories. I have been observing this beverage category as it pertains to hemp and cannabinoid extracts; most recently of course, through the transaction between Canopy Growth and Constellation. There are a number of opportunities in multiple beverage categories that Naturally Splendid can choose to follow. I bring an experienced perspective to companies through such avenues as creating proprietary formulations, and licensing opportunities for the Company. And I believe the timing to be very fortuitous in this space, at this time.”

Naturally Splendid CEO, Dave Eto, states, “I am very pleased to announce that Mr. Douglas Mason has accepted the nomination to join the Naturally Splendid Board of Directors. Douglas brings a tremendous amount of market talent and success having been the founder of Clearly Canadian and continues to be heavily involved in the public markets in Canada bringing a successful beverage background to Naturally Splendid. Under his leadership, Clearly Canadian grew to \$238,000,000 in gross sales in its third year of operation. Douglas has been part of the NSE Advisory Board for the past four years and provided solid and wise insight to help guide NSE. Now as a Board Director, we look forward to Douglas’s engagement with strategic planning, market navigation and funding support in capital markets. Additionally, Doug brings a wealth of

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technology and support from the Waterfront Capital Group that will expand our accounting expertise and systems management”

“The success of any organization depends principally on the foundations of competent management, the right organizational culture and focus to execute the strategic activities. Douglas represents the completion of many months of searching for the right “fit” for NSE and we are very excited that he accepted this role. Please join me in welcoming Douglas to our team.”

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 four innovative divisions:

(1) BIOTECHNOLOGY – Focused on three major platforms:

- (1) Proprietary HempOmega™ encapsulation
- (2) Extraction and formulation with Cannabidiol (CBD)
- (3) Hemp and plant-based proteins.

- POS-BPC Facility - a 12,000-square-foot facility jointly operated by NSE 51% / 49% POS Holdings, offers commercial-scale custom processing solutions for functional foods and natural health.

(2) CONSUMER PRODUCTS -

- NATERA® - brand of retail hemp and superfood products distributed throughout North America, Asia and Europe.
- Prosnack Natural Foods Inc. (Elevate Me™) - lifestyle brand of healthy meal replacement products distributed throughout North America.

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- Chi Hemp Industries Incorporated (CHII) - e-commerce platform for natural and organic hemp products.
- PawsitiveFX® - topical pet care products.
- NATERA®CBD - retail hemp-based cannabinoid nutraceutical and cosmeceutical products distributed in Asia.
- NATERA®Skincare - brand of retail hemp based cosmeceutical products.

(3) NATERA® Ingredients - bulk ingredients including HempOmega™.

(4) Co-Packaging/Toll-Processing - packaging for house-brands (NATERA® and CHII) and third-party partners.

For more information e-mail info@naturallysplendid.com or call Investor Relations at 604-673-9573

On Behalf of the Board of Directors

Mr. Dave Eto
CEO, Director

Contact Information

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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, Naturally Splendid's ability to complete the acquisition of Prosnack, complete all or any of the proposed private placement financing, 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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