

Naturally Splendid Launches NATERA FX(TM) for Practitioner Market Secures \$500,000 CDN Commitment

Vancouver, British Columbia--(Newsfile Corp. - October 18, 2018) - Naturally Splendid Enterprises Ltd. (TSXV: NSP) (OTCQB: NSPDF) ("Naturally Splendid" or "NSE" or "The Company") is pleased to announce it has officially launched NATERA FX™, an industry first hemp-based, practitioner grade of therapeutic healthcare products at the British Columbia Naturopathic Association's (BCNA's) Advancing Naturopathic Medicine 2018 Exhibition in Vancouver, British Columbia on October 12, 2018.

Naturally Splendid is pleased to have received an initial commitment of over \$500,000 CDN from its Master Distributor who has access to over 2,000 naturopaths and healthcare professionals across Canada. The NATERA FX™ products are designed to assist healthcare professionals optimize the nutritional "tool kits" within their existing lifestyle programs.

NATERA FX™ products will be marketed directly to healthcare professionals including but not limited to; naturopaths; chiropractors; medical doctors; and pharmacies through a country-wide network of distributors and an e-commerce website at: www.naterafx.com.

NATERA FX™ currently has 5 products that have received Natural Product Numbers (NPN's) from Health Canada as follows:

Relief: Anti Inflammatory Capsules (NPN # 80082780)

Phyto Mood: Capsules (NPN # 80084609)

Lean FX: Body Composition Formula — Chocolate Banana (NPN # 80087708)

Lean FX: Body Composition - Vanilla Carmel (NPN # 80087708)

MVP: Multi Vitamin Phyto Nutrient (NPN # 80085246)

Additionally, NSE has submitted an NPN application and is awaiting acceptance for the following:

MATRIX: Bone & Joint Health Capsules (expected December 2018)

NATERA FX™ has 5 other professionally formulated products developed for this line that do not require NPN numbers as follows:

Phyto Shake: Hemp Protein & Phytonutrient Blend - Chocolate Banana

Phyto Shake: Hemp Protein & Phytonutrient Blend - Vanilla Caramel

KETO Bars: Mango, Vanilla Chai, Super Greens, Hemp Heart Beet, Chocolate Maple Hazelnut, & Blueberry Lemon

DiaFibre: - Higher levels of soluble fibre for rapid gut motility - Tropical Mango

ConstiFibre: - Higher levels of insoluble fibre for passive gut motility - Pineapple Coconut

Bryan Carson, Naturally Splendid Executive Vice President of Marketing & Innovation stated, "This is a very exciting product launch as there are no comparable hemp-based products currently being marketed directly to healthcare practitioners. We have been working closely with doctors and formulators for almost 18 months to create a superior hemp product line designed for the practitioner market and we will continue to develop additional products and add SKUs strategically. NSE also plans to add cannabidiol (CBD) and other cannabinoids into future formulations as regulations allow."

Additionally, Naturally Splendid has engaged the services of Mr. Michael Li and WELLGENEX Sciences Inc. to guide the company and provide services to apply for Natural Product Numbers (NPN's) from Health Canada.

Michael Z.C. Li, MD, MSc, MBA has over 25 years of experience in the medical, nutrition, and natural health products sectors in Asia Pacific and North America with expertise in R&D, clinical trials, technology assessment, new product development, commercialization, business and market development as well as strategic planning. He has worked as a general physician and held various positions and project management roles in a number of private, public and multinational companies including the Kraft Heinz Company, Chai-Na-Ta Corp., National Research Council Canada, and Zuellig Group.

Wellgenex Sciences is a full-service professional company devoted to helping clients in life sciences, nutrition and natural health to bring innovative technologies and products to target marketplaces in Canada, the U.S. and Asia Pacific.

Scientific & Regulatory Affairs

- Product registration & regulatory approvals
- Intellectual property and technology management
- Product specification set-up, claim and labeling
- Evidence requirement and assessment
- Clinical trials

Product Development & Commercialization

- Technical appraisal and scientific support
- Product review, market assessment and regulatory feasibility
- Technical appraisal and scientific support
- Formulation and optimization
- Clinical trials

Market Development & Investment

- Market research
- Feasibility & entry strategy
- Strategic alliances
- Investment evaluation and due diligence
- Strategic alliances and business planning

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 marijuana cannabinoid compounds in a broad spectrum of applications.

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

On Behalf of the Board of Directors
Mr. Douglas Mason
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, 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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