



Naturally Splendid Provides Expanded Distribution Update of HempOmega™ Infused Beers

VANCOUVER, British Columbia, December 13, 2018 -- Naturally Splendid Enterprises Ltd. (“Naturally Splendid” or “NSE” or “The Company”) (TSX-V:NSP) (OTCQB:NSPDF) (Frankfurt:50N) is pleased to provide the following highlights with respect to expanded distribution of Sipp Industries, Inc. (“Sipp”) (OTC: SIPC) HempOmega™ infused Major Hemp H-IPA beer.

On October 24, 2018, Naturally Splendid announced an Exclusive Sales Agreement with Sipp which granted Sipp limited exclusive rights to purchase HempOmega™ for use as a beer beverage additive in its Alcohol Tobacco Tax Trade Bureau (“TTB”) approved hemp beer recipe, and to sell its TTB approved hemp beer recipe to third party beverage companies, in Colorado and Illinois on an exclusive basis pending meeting certain volume and activity levels.

Naturally Splendid is pleased to advise that in October 2018, Sipp launched its hemp IPA beer, Major Hemp H-IPA, in cans. Sipp has now signed a definitive distribution agreement with Wein-Bauer, Inc. to distribute the newly launched premium craft beer containing HempOmega™. Wein-Bauer, Inc. operates with a primary distribution center just outside of Chicago and boasts regional offices on both coasts, including partnerships with brokers in key states which Sipp indicates will enable Major Hemp H-IPA to expand nationally. The two companies are currently working together to fine tune distribution and marketing strategies.

Additionally, Sipp has won the approval of Binny’s Beverage Depot for the placement of Major Hemp H-IPA in all 40 store locations in the USA. Binny’s Beverage Depot is the largest independently owned liquor store in Illinois, attaining over \$300 million in annual sales across 40 locations. Binny’s Beverage Depot continues to open new stores throughout Illinois and has plans for broader expansion throughout the Midwest.

Sipp continues to add new locations weekly around the greater Chicago area. In addition to Binny’s Beverage Depot, Major Hemp H-IPA is currently being sold at other well-known liquor stores including Leo’s Liquors locations, Kenwood Liquors, Sunset Foods, Antioch Fine Wine & Liquor, Joe’s Beverage Warehouse, and the first Armanetti Beverage Mart, a chain consisting of 15 store locations throughout the state of Illinois. New restaurants and pubs around the greater Chicago area are now carrying Major Hemp H-IPA and include the likes of Sovereign Tap, Happy’s,

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Beermiscuous, Bar Tini, and On The Rocks. The complete list of locations carrying Major Hemp H-IPA is available on the Company's website at www.sippindustries.com.

Sipp Chief Executive Officer Syman Vong comments, "As one of the pioneers in the Hemp Beer industry, marketing and branding is now a bigger focus than ever as we work diligently to capitalize on this unique opportunity of being the first publicly traded Hemp Beer company in America. We are very pleased with our brewing and distribution partners and expect demand for Major Hemp H-IPA to grow exponentially as we head into 2019."

Naturally Splendid CEO, Mr. Doug Mason states, "We are most pleased with the distribution progress Sipp has made in such a short time. The success of Major Hemp H-IPA is further validation that our proprietary HempOmega™ has commercial application in many sectors".

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 cannabinoid compounds in a broad spectrum of applications.

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

About Sipp Industries, Inc.

Sipp Industries is a multifaceted corporation that specializes in technology, manufacturing and distribution of commercial and consumer products. Through its wholly owned subsidiary, Major Hemp, the Company provides hemp beer, high quality and competitively priced hemp-based products, bulk hemp, CBD supply, co-packing and private labeling services.

On Behalf of the Board of Directors
Mr. Douglas Mason
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