

February 4, 2020 - 8:15 AM EST

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Naturally Splendid's Natera Sport(TM) Bites Expands 2020 Marketing Program Named Official Snack of the Maple Leaf Junior Golf Tour

(via TheNewswire)



Vancouver, British Columbia - TheNewswire - February 4, 2020 - Naturally Splendid Enterprises Ltd. ("Naturally Splendid", "NSE" or "the Company") (FRANKFURT:50N) (TSXV:NSP) (OTC:NSPDF) is pleased to provide details of the 2020 Natera Sport(TM) Bite marketing strategy.

Natera Sport(TM) Bites, formulated by Naturally Splendid Advisor and PGA Health Practitioner, Dr. Stuart Love, provides athletes the nutrition their body requires to sustain energy, reduce inflammation, increasing stamina and overall performance.

Given the popularity of Natera Sport(TM) Bites, particularly in the golf community, the Company has developed a specific marketing and distribution strategy for 2020. Although golf is the initial market that Natera(TM) Sport Bites will be marketed to, the distribution strategy includes expanding to other sports and active lifestyle consumers. Golf in North America is well over an \$84 billion industry annually, that is adapting to cultural and behavioral shifts, like many other aspects of society, according to The National Golf Foundations 2019 Golf Industry Report Overview.

Company CEO Mr. J. Craig Goodwin states, "Next week is a big week for us. Natera Sport(TM) Bites are a feature product in one of the pavilions at the Genesis Invitational PGA Tournament, hosted by professional golfer Tiger Woods. In addition to the Genesis Invitational, we will be continuing with the PGA of BC sponsorship program and are proud now to add The Maple Leaf Junior Golf Tour to our marketing strategy".

Natera Sport(TM) Bites, have been named the Official Snack of the Maple Leaf Junior Golf Tour. Naturally Splendid is proud to support the number-one played Junior Golf Tour for junior golfers across the country further extending their distribution opportunities.

The Maple Leaf Junior Golf Tour is Canada's number one-played Junior Golf Tour as well as the only national junior tour run exclusively by PGA of Canada Professionals and the 'Road to College Golf' in Canada. The MJT hosts close to 90 events across Canada, including free Ford Go Golf Junior Clinics, the MJT Mini Tour for 7-12-year old's and multi-day events for competitive players aged 11-19 which also offer qualifiers for international tournaments. The program offers annual awards, scholarships, and player incentives to help reward performance and participation throughout each season. MJT alumni include many Professional Tour players and PGA of Canada Professionals, as well as Canadian Amateur, National and Provincial Junior Champions. The MJT aims to develop champions, in golf and in life, promoting the game from grassroots through to the provincial, national, university and professional levels.

"It is exciting to introduce the new Natera Sport(TM) Bites to Canada's junior golfers "Now the young players can enjoy the same nutritious snacks during a long round of golf for performance at peak levels, as professional golfers enjoy."

"To have Natera Sport(TM) Bites on board is fantastic and a great fit for our program," said Elaine Denton, MJT Director of Marketing and Administration. "All our competitors will be able to enjoy complimentary samples on-course, helping to conveniently fuel young athletes, support youth sports and healthy lifestyles."

For more information or to order the Natera Sport(TM) Bites, please visit: <https://naturallysplendid.com/product/NATERA%20SPORT/BITES>



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*maple leaf
junior golf tour*

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About Naturally Splendid Enterprises Ltd.

NSE has established numerous healthy, functional foods under recognized brands such as Natera Sport(TM), Natera Hemp Foods, CHII (TM), Elevate Me(TM) and Woods Wild Bar. The Company has a myriad of new products and line extensions under development that are approaching launch. NSE has also developed proprietary technologies for the extraction of high demand, healthy omega 3 and 6 oils from hemp. (NSE sales revenues for the first half 2019 exceeded FY2018). NSE is the current "go-to" manufacturer for healthy, functional food products and ingredients focusing on plant-based ingredients. The Company provides contract manufacturing services for many global healthy food companies, private labelling a wide variety of nutritional food products destined for global healthy food markets. NSE plans to utilize current and new technologies to meet the expected exponential demand developing in the cannabis market. Pending appropriate NSE licensing and regulations in permitting jurisdictions, NSE's current production facilities will be one of very few facilities that is capable of meeting the demand for infused edibles and oils for both in-house and contract manufacturers' brands.

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

On Behalf of the Board of Directors

Mr. J. Craig Goodwin

CEO, President, Director

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Forward-Looking Statements

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9/28/2020

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Source: TheNewsWire (February 4, 2020 - 8:15 AM EST)

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