



PawsitiveFX™ Pet Care Line Secures New Retail Relationship and Expands with Anipet's Distribution

BURNABY, BRITISH COLUMBIA (September 3rd, 2015) - **Naturally Splendid Enterprises Ltd.** ("Naturally Splendid" or the "Company") (TSX VENTURE: NSP) (OTCQB: NSPDF) (FRANKFURT: 50N) is pleased to announce that it's all natural pet care line, PawsitiveFX™ has secured a retail relationship, through its western Canadian distributor, Anipet Animal Supplies with The Bone & Biscuit Company.

The Bone & Biscuit Company opportunity was secured at Anipet's dedicated buyer show earlier this month where they took orders for PawsitiveFX™ products from upwards of fifteen new stores on the day, before counting The Bone & Biscuit Company's stores. The final number of new outlets for PawsitiveFX™ will be determined during September after Anipet produce their final report from the buyer show.

The Bone & Biscuit Company's mandate is two-fold; firstly to provide high quality natural products to discerning, health conscious pet owners, and secondly to aggressively expand their reach by opening 5 – 10 new stores every year. The chain opened its first store in Edmonton, Alberta in 2008 and has grown to eighteen outlets. At the time of writing they have three more stores coming soon, which will bring their total number to 21. This approval for listing the PawsitiveFX™ pet care line in their stores places the Burnaby, BC based brand in an expanding, dynamic retail chain perfectly aligned in terms of audience and strategy.

Lee Drescher, CEO and founder of The Bone & Biscuit Company said; "Our customers come to us because of our reputation for supplying high quality natural products. The PawsitiveFX™ line fits perfectly within our offering and allows us to provide customers with a superior natural skin care solution for their pets."

Andy Birchall, Brand Manager for PawsitiveFX™ said, "This is yet another exciting new opportunity for our brand and further confirmation of Anipet Animal Supplies' position as the premium distribution partner for western Canada. The Bone & Biscuit Company has a great reputation and a fantastic range of products. Our line will fit beautifully into their current offering and allow us to continue to grow our loyal customer base within Canada."

Naturally Splendid CEO Craig Goodwin reports, "The pet industry in the United States is a \$60 billion a year industry. We are committed to delivering the same high quality of products to the pet market that we have developed for human applications. Additionally, we see a multitude of pet product opportunities for our plant based ingredient line, including HempOmega, which is

available through our BC Ingredients Division (www.bcingredients.com). Securing clients such as The Bone & Biscuit are the fundamental steps that will see the Pawsitive FX line prosper”.

About Naturally Splendid Enterprises Ltd.

Naturally Splendid is a multifaceted biotechnology 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) Natera® brand of retail hemp superfood products currently distributed throughout North America; (2) PawsitiveFX™ brand of pet care products; (3) BCI Division of plant-derived bulk ingredients including patent-pending HempOmega™; and (4) hemp-based cannabinoid pharmaceuticals and nutraceuticals. The Company's advanced technologies, industry expertise, and strategic partners allow for the creation of customized solutions with a consistent focus on quality and sustainability.

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

On Behalf of the Board of Directors

J. Craig Goodwin
CEO, Director

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Forward-Looking Statements

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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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