



KEHE DISTRIBUTORS, LLC. TO LAUNCH NUZEE, INC'S COFFEE BLENDERS LINE NATIONWIDE

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NuZee, Inc. (OTC: NUZE) (“NuZee or “Coffee Blenders®”) is pleased to announce today the launch of its revolutionary line of functional & organic coffee lines nationwide with KeHE Distributors, LLC. Coffee Blenders is excited to be featured in KeHE’s catalog alongside their vast variety of all natural and organic products. KeHE will be featuring our NUDE CUP™, LEAN CUP™, THINK CUP™, & RELAX CUP™ single serve pour-over coffee Drip Cups in their upcoming “First Launch” November 2016 New@KeHE program. This program will enable our brand to be available in most of their distribution centers across America and available to order by their account base of 30,000 plus database of natural and organic grocery retailers, both independents and regional chains. This new product launch with KeHE will help catapult our points of distribution across the United States for Coffee Blenders® and help plant the seed of what we anticipate to be a vast network of stores that will stock our products on the grocery aisle shelves. Our products will now be available to customers on the West Coast, Midwest, East Coast, North West, Gulf Coast, & the South.

About Coffee Blenders®:

NuZee, Inc. was founded in 2012 with the vision of creating a new and unique way to experience and enjoy coffee. Coffee Blenders is the pioneer in functional coffee. By blending nutraceuticals into dark roast Arabica blend, Coffee Blenders’ focus is to give each item a unique function to fit the on-the-go lifestyle of millennials. Coffee Blenders LEAN Cup™ contains 400mg of Green Coffee Bean Extract to promote weight loss. Coffee Blenders THINK Cup™ has 200mg of American Ginseng to increase cognitive performance. Coffee Blenders RELAX Cup™ contains 200mg of L-Theanine to help reduce stress and anxiety. Coffee Blenders NUDE Drip cup is the first single serve pour-over coffee on the market in the United States. Coffee Blenders’ NUDE Cup™ means organic Arabica coffee with no function, just great coffee.

Combining innovation with convenience and functional coffee, NuZee is at the forefront of creating a new coffee sub-category for the outdoor, active, & fitness minded millennial consumer.

For more information on Coffee Blenders® visit: <http://www.coffeeblenders.com>

About KeHE:

KeHE Distributors, LLC (KeHE) provides Natural & Organic and Specialty products to natural food stores, chain grocery stores, independent grocery stores and other specialty product retailers throughout North America. KeHE is the trusted B Corp Certified and employee-owned company with over 5,000 Careholders™ in the U.S. and Canada. For more about KeHE, visit www.KeHE.com.