

THE YIELD GROWTH CORP.

YIELD GROWTH Announces 2nd Manufacturing Run of Product & U.S. Expansion

January 15, 2019 – Vancouver, B.C. - The Yield Growth Corp. (CSE:BOSS) (OTC:BOSQF) is pleased to announce a second manufacturing run of 5,000 units of its Urban Juve Lip Balm in response to the product's warm reception from customers and retailers.

Its subsidiary, Urban Juve, is commercializing its catalogue of over 50 products and building international distribution channels.

Developed and manufactured in Vancouver, Urban Juve Lip Balm is currently available for sale in Canada through urbanjuve.com and through retail outlets in Canada. It retails for \$10 - \$15. Canadian retailers can purchase Urban Juve lip balms in 20-unit display boxes.

Given the recent adoption of the US 2018 Farm Bill, Urban Juve is currently designing packaging for the United States market and will soon be selling hemp-based products to retailers in the US. Urban Juve is targeting key retailers in North America including stores specializing in skin care and makeup such as Sephora and Ulta Beauty, specialty grocers such as Whole Foods, wellness chains such as Planet Organic and Sobeys, and pharmacies with a focus on personal care products and cosmetics such as Shoppers Drug Mart and London Drugs.

The North America beauty and personal care products market was valued at US\$93.81 billion in 2017 and is likely to reach US\$110.28 billion by 2026, according to inkwoodresearch.com.

Grounded in ancient Ayurvedic principles, Urban Juve's proprietary lip balm formulation is crafted with natural ingredients including hemp oils. The lip balm - like all Urban Juve

products -- is made without parabens, mineral oil, sulphates, artificial fragrances, dyes, formaldehyde forming agents and phthalates, and is never tested on animals.

Containing a nourishing combination of hemp root oil and hemp seed oil, Urban Juve lip balm helps repair and moisturize dry, chapped lips. Hemp root oil has been used in Ayurvedic formulations for thousands of years, but Urban Juve is the first company in Canada to use the ingredient in cosmetic formulations. Both antioxidizing and anti-inflammatory, hemp root oil promotes healing and helps increase the absorption of other active ingredients.

Urban Juve Lip Balm also contains beeswax, coconut oil and castor oil, which create a barrier that seals in moisture and protects against the elements. Cooling peppermint essential oil provides instant relief.

The lip balm, the first product to be launched by Urban Juve, was launched less than two months ago.

Profit margins for concentrates and infused products in the cannabis sector are estimated at around 32% - significantly higher than those typically realized by alcohol, soft drinks, and cigarettes, according to the 2016 Marijuana Business Factbook.

About The Yield Growth Corp.

The Yield Growth Corp. is dedicated to the rapid, sustainable financial growth of cannabis assets. Its directors and officers have experience working at multi-billion dollar international companies including M.A.C Cosmetics, Aritzia, Skechers, Best Buy, Future Shop, Pepsi and Coca-Cola.

Yield Growth owns 100% of Urban Juve Provisions Inc., which has synthesized ancient Ayurvedic knowledge and modern techniques to create a catalogue of over 50 exceptional personal care and wellness products. Urban Juve has registered with Health Canada 26 products containing cannabis sativa hemp oil. The company has also filed 11 provisional patent applications in the United States. Urban Juve's skin care products are sold through e-commerce and through retail stores in Canada, with distribution agreements signed for the United States and Italy. Urban Juve has licensed its formulas to Yield Growth 100% owned subsidiary UJ Topicals Inc., which is launching its cannabis topicals line through a distribution network of 400 stores in Oregon, U.S.A.

For more information about Yield Growth, visit www.yieldgrowth.com or follow [@yieldgrowth](https://www.instagram.com/yieldgrowth) on Instagram. Visit www.urbanjuve.com and #findyourjuve across social platforms to learn, engage and shop.

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The Canadian Securities Exchange has not reviewed, approved or disapproved the content of this news release.



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This press release includes forward-looking information and statements (collectively, “forward looking statements”) under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates, forecasts, beliefs and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such risks, uncertainties and factors include, but are not limited to: risks related to the development, testing, licensing, intellectual property protection, and sale of, and demand for, Urban Juve and UJ Topicals products, general business, economic, competitive, political and social uncertainties, delay or failure to receive board or regulatory approvals where applicable, and the state of the capital markets. Yield Growth cautions readers not to place undue reliance on forward-looking statements provided by Yield Growth, as such forward-looking statements are not a guarantee of future results or performance and actual results may differ materially. The forward-looking statements contained in this press release are made as of the date of this press release, and Yield Growth expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.

