

## YIELD GROWTH Announces launch of E-commerce Product Sales in the United States

VANCOUVER, British Columbia, Feb. 07, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTCQB:BOSQF) (Frankfurt:YG3)** is pleased to announce that its e-commerce platform will now sell its Urban Juve cannabis Sativa hemp root oil-based products in the United States thanks to the adoption of the 2017 U.S. Farm Bill.

Urban Juve products are now available for sale in the U.S. via the site [www.urbanjuve.com](http://www.urbanjuve.com). In addition, the company has plans to sell its products through U.S. retailers such as pharmacies, naturopaths, clinics, salons, spas, wellness and beauty stores.

“U.S. distribution is a cornerstone of our sales strategy for all our brands. Already we have a deal in place to sell our THC and CBD infused products through a 400 retail distribution network in Oregon, and now we have launched U.S. e-commerce sales for our Urban Juve products,” says Yield Growth CEO Penny Green. “Our next step is to set up sales agents in California to access the world’s largest cannabis market.”

U.S. consumer spending on legal cannabis is expected to reach \$20.9 billion by 2021, as compared to \$4.5 billion just in Canada, according to Arcview Market Research and BDS Analytics. Statista estimates \$6.3 billion in legal cannabis sales in 2021 for the state of California alone.

### About The Yield Growth Corp.

The Yield Growth Corp. is dedicated to the rapid and sustainable growth of cannabis and wellness assets. Its directors, officers and advisors have experience at multi-billion dollar international companies including M.A.C Cosmetics, Aritzia, Pepsi, Coca-Cola, Best Buy and Skechers. Its key assets are 100% owned subsidiaries Urban Juve Provisions Inc., UJ Topicals Inc., UJ Beverages Inc., UJ Edibles Inc. and Thrive Activations Inc. Through its subsidiaries it owns formulas to over 60 wellness products, including wellness formulas and beverages, has registered 29 products with Health Canada, has applied for 11 U.S. provisional patents and has established distribution and sales channels in Canada, the U.S. and Italy. It is currently selling products online in the U.S. and Canada and through retailers in Canada.

For more information about Yield Growth, visit [www.yieldgrowth.com](http://www.yieldgrowth.com) or follow [@yieldgrowth](https://www.instagram.com/yieldgrowth) on Instagram. Visit [www.urbanjuve.com](http://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.*

### Cautionary Statement Regarding Forward-Looking Statements

*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, UJ Topicals, UJ Beverages and UJ Edibles 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.*

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/5298842b-3e82-424f-ab0d-471c796cd140>

### Urban Juve Now Available in the US



Urban Juve's line of hemp root oil infused wellness products are now available to US customers at [www.urbanjuve.com](http://www.urbanjuve.com).

