

YIELD GROWTH Announces that Urban Juve Products Were Included in Awards Season Presenter Gift Bags at Four Seasons Hotel Pre-Oscars Event

VANCOUVER, British Columbia, Feb. 26, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTCQB:BOSQF) (Frankfurt:YG3)** is pleased to announce that its wholly-owned subsidiary, Urban Juve Provisions Inc., had its products selected for inclusion in gift bags given to the Awards presenters during a pre-Oscars event at the Four Seasons Hotel Los Angeles at Beverly Hills on Saturday.

The bags included Urban Juve's unisex lip balm and anti-aging serum, both of which are infused with hemp root oil extracted using the company's patent-pending method.

"The opportunity to connect with this year's awards presenters is an exciting one for Urban Juve. We've received tremendous interest in the Urban Juve product line and are pleased to have the opportunity to introduce this influential group to our Ayurvedic products," says Urban Juve president Sandi Lesueur. "This is a unique opportunity to gain exposure for our hemp-root oil infused goods, further generating interest and understanding of our unique products."

Urban Juve is set to unveil as many as 50 products this year for sale online and at retailers throughout North America.

About The Yield Growth Corp.

The Yield Growth Corp. is dedicated to the rapid and sustainable growth of cannabis wellness assets. Its directors, officers and advisors have C- level experience at multi-billion dollar international companies including M.A.C Cosmetics and Johnson & Johnson and have worked at Aritzia, Procter & Gamble, Skechers, Pepsi and Coca Cola. Yield Growth's key assets are 100% owned subsidiaries Urban Juve Provisions Inc., UJ Topicals Inc., UJ Beverages Inc., UJ Edibles Inc. and Thrive Activations Inc. Urban Juve is a brand rooted in the organic synthesis of ancient knowledge and modern techniques to create exceptional beauty and wellness solutions. Ayurvedic knowledge delineates three general categories or skin types, which Urban Juve has translated as Vitalize, Balance and Align, each with its own dedicated range of skin and body care formulations. Through its subsidiaries Yield Growth owns over 60 wellness formulas for topicals and beverages, has registered 29 products with Health Canada, has applied for 11 U.S. provisional patents and is currently selling products online in the U.S. and Canada and through retailers in Canada. Its subsidiary UJ Topicals is launching THC and CBD products through a distribution network of 400 cannabis retail stores in Oregon, USA.

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.

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/c5eaf014-2160-4d9f-b263-a83f8da9314c>

Urban Juve at the Oscars



Urban Juve anti-aging serum and lip balm were included in awards season presenter gift bags at Four Seasons Hotel Pre-Oscars event.

