

YIELD GROWTH Announces Urban Juve Registers Sensual Lubricant Containing Hemp Root Oil With Health Canada

VANCOUVER, British Columbia, March 07, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTCQB:BOSQF) (Frankfurt:YG3)** announces subsidiary Urban Juve has filed a Registration with Health Canada for a formula entitled "Sensual Lubricant" which contains hemp root oil produced with Urban Juve's patent pending extraction technology.

The Urban Juve formula is vegan and free from silicone, parabens and glycerin that can cause irritation. Avocado oil, hemp seed and hemp root oils provide relief from dryness and chafing, while creating a nutrient-rich, healing base for Ayurvedic ingredients. Ashwagandha, known as an aphrodisiac, has been used for centuries to increase sexual desire and satisfaction for women. Black pepper oil is known to open circulation, promoting stimulation and reducing stress while providing anti-bacterial, anti-inflammatory, anti-anxiety and anti-depressive benefits. Menthol is included to cool the skin with a tingling sensation, to add further stimulation.

Yield Growth, through its subsidiary, has filed a provisional patent application in the U.S. for Sensual Lubricant designed to increase female pleasure. In the application, it claims that its invention of combining certain cannabinoids with other botanicals and Hemp Root Oil, will dilate capillaries, increasing blood flow and heightening sensitivity, while Cannabidiol will work to relax blood vessels and muscle tension, leading to easier, more pleasurable intercourse and increased orgasms. Yield Growth will need to conduct clinical trials to support its claims.

"There is a dearth of libido-enhancing medical products on the market for women, largely due to the medical community's history of turning a blind eye to women's health needs," says Bhavna Solecki, Director of Products at Urban Juve. "Cannabis has played an important role in women's sex lives throughout the centuries, as an all-purpose ingredient to treat any manner of sexual or reproductive ailment."

Urban Juve intends to license its proprietary sensual oil to licensed cannabis producers and processors around the world, bringing the power of cannabis to a new climax.

About The Yield Growth Corp.

The Yield Growth Corp. is disrupting the \$4.2 trillion-dollar global wellness market with hemp and cannabis-infused products that connect ancient healing with modern science. It is a vertically-integrated asset company with the leadership, financial position, and science-backed formulas to capitalize on the cannabis revolution. The Yield Growth management team has deep experience with relevant global brands including Johnson & Johnson, Procter & Gamble, M-A-C Cosmetics, Skechers, Best Buy, Aritzia, Coca-Cola, and Pepsi Corporation. Yield Growth serves mainstream, luxury consumers who demand sophisticated wellness solutions. Its flagship consumer brand, Urban Juve, has registered 35 products with Health Canada. Key ingredients in these products include Cannabis Sativa hemp seed oil and hemp root oil created using Urban Juve's proprietary, patent-pending extraction technology. Urban Juve has also filed 11 provisional patents in the United States. Through its subsidiaries, Yield Growth is commercializing over 70 wellness products and has multiple revenue streams including licensing, incubation services and product sales.

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,

Urban Juve Sensual Lubricant with Hemp Root Oil



Yield Growth Corp. registers Urban Juve Sensual Lubricant with Health Canada.

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/f4b01a68-c3d6-4d6e-a89e-f94036da7ebf>