

YIELD GROWTH Engages Faculty of Pharmaceutical Sciences, UBC to Conduct Analysis of Bioactive Compounds in Proprietary Hemp Root Oil

VANCOUVER, British Columbia, March 14, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTCQB:BOSQF) (Frankfurt:YG3)** has engaged the Faculty of Pharmaceutical Sciences at the University of British Columbia (UBC) to identify and quantify anti-inflammatory and other bioactive compounds in its hemp root oil derived by Yield Growth's proprietary extraction methods.

Established in 1908, UBC is considered a top academic institution in Canada and internationally. According to US News and World Report, UBC ranks #2 in Canada and #6 worldwide for Plant and Animal Science.

Once Yield Growth has identified and analyzed the bioactive compounds in its hemp root oil, it plans to complete the development of a state-of-the-art, unique and proprietary extraction system at the property it plans to purchase in Chilliwack, B.C. UBC will test for specific compounds that are known to have therapeutic benefits. According to publicly available research, hemp root oil can contain terpenes. These natural absorption promoters are considered the most effective category of compounds for this purpose. The research also indicates that there is a high bioavailability of hemp root oil that is due to the transdermal properties of terpenes and triterpenoids found in the root.

Hemp root oil is Yield Growth's biggest discovery and innovation in what the Global Wellness Institute describes as a multi-trillion-dollar wellness industry. Yield Growth has researched ancient Ayurveda extraction methods and combined them with modern science to produce hemp root oil that preserves the health benefits of the plant. Yield Growth is commercializing over 50 products—which include hemp root oil derived from its proprietary extraction method—and is currently selling products through retail stores and online under the brand Urban Juve. Through ongoing work with UBC, Yield Growth will continue to develop unique products through its patent-pending extraction technology—and enhance the bioavailability of botanicals through the skin.

About The Yield Growth Corp.

The Yield Growth Corp. is disrupting the \$4.2 trillion-dollar global wellness market, according to the Global Wellness Institute, 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 and cosmetic 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, 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

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UBC will conduct analysis of bioactive compounds in hemp root oil, a key ingredient in Yield's Urban Juve line of personal care products.

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/22d43233-ff45-4759-b28f-684d79af5b56>