

## Seventy Storefront Locations Confirmed to Sell YIELD GROWTH's Urban Juve Skincare Products

**From Toronto to Victoria, national retailer alliances are established within two months of launching.**

VANCOUVER, British Columbia, March 19, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTC:BOSQF) (Frankfurt: YG3)** announces that its Urban Juve natural skincare and personal wellness and grooming solutions will soon be available for purchase in 70 retail locations within Ontario, Saskatchewan and British Columbia. City spas, mountain resorts, naturopathic practices, wellness stores, and hair salons are now carrying Urban Juve's hemp-infused, unisex skin and body care products. Retailers include: Healthy Planet, Dr Kristen Bovee ND, Elements Naturopathic and Wellness Centre, The Glamoury, Happy Hair Salon, Leaf Compassion, Market on Millstream, Renew Spa, St. George Integrative Pharmacy, Rouge Naturals, Wellth Pharmacy, Delineation Salon and Yes Wellness.

This news is announced as presentations are underway with several multi-national retail chains and the company's more robust e-commerce interface enters its final development stage.

"Even though we have just launched, having the former COO of M.A.C Cosmetics Thomas Bond at the helm of our Board of Directors supports our intention and capacity for international expansion and scalability," says Urban Juve President Sandi Lesueur. "His experience paired with our unique brand of affordable luxury skincare -- one that is effective for all skin types including the most sensitive, due to the absence of harsh chemicals -- sees us poised for market acceptance and growth. These results are quick and impressive."

"Urban Juve marketing efforts and sales strategies -- from SEO, relationship and content marketing, social and traditional media relations -- all support the company's retail presence and foothold," says Lesueur. "Our goal is to become the most trusted skincare brand for our expertise and patents around hemp root oil. While developing strategic relationships with major retailers is our goal, we are delighted to see grassroots independents adopting our goods in these early days. Hand-in-hand with retailers big and small, we are proud to be reaching consumers in major centres and more remote communities first in Canada and soon throughout North America and beyond."

With products that appeal equally to male and female shoppers, young and mature, Urban Juve is marketed to millennials but is finding its way into the vanities, purses, and luggage of older luxury consumers as well.

"Our products answer the call for natural, effective and affordable innovation," says Lesueur. "Age matters less than values for our early customers."

With product development, patent applications, operational systems, distribution and marketing platforms in place, The Yield Growth Corp. is confident in its next steps to pave the way for digital and traditional retail sales, building consumer awareness and loyalty.

### 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 and has signed 70 retail locations to sell its products. 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.

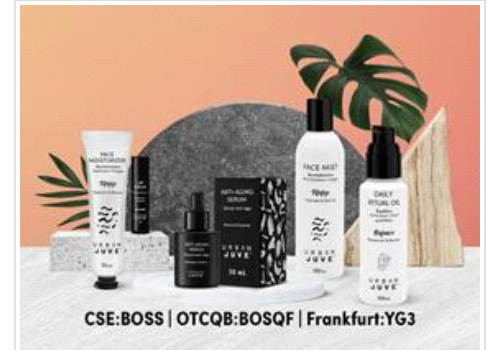
For more information about Yield Growth, visit [www.yieldgrowth.com](http://www.yieldgrowth.com) or follow [@yieldgrowth](https://www.instagram.com/yieldgrowth) on Instagram. Visit [www.urbanjuve.com](http://www.urbanjuve.com) and #findyourjuve across social platforms to learn, engage and shop.

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### Seventy Retail Locations in Canada to Carry Urban Juve Products



Seventy storefront locations across Canada will now sell Yield Growth's line of Urban Juve hemp root oil infused skincare products.

## 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 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.*

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/5a21223d-0783-4287-9f24-9048078ae029>