

YIELD GROWTH Announces New Brand “Wright & Well” for Cannabis Wellness Product Line Launching in Oregon

VANCOUVER, British Columbia, March 21, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTCQB:BOSQF) (Frankfurt:YG3)** is pleased to announce its new cannabis wellness brand, *Wright & Well*, will be launching in Oregon. The products are intended to help relieve pain and anxiety, and will be sold through a distribution network of 400 retail cannabis stores. The initial nine products include THC and CBD oils, analgesic topical gel with THC and CBD, pain balm with THC and CBD, massage oil with THC and CBD, and three types of capsules containing THC and Ayurvedic herbal formulations, blended with ingredients that have historically been used to treat arthritis and chronic pain.

“We are excited by the imminent launch of the *Wright & Well* product line in Oregon,” says Yield Growth CEO Penny Green. “With our new cannabis products, our goal is to reach as many people as possible who are suffering from anxiety, stress and pain. We plan to use the upcoming Oregon launch as a blueprint to launch this brand in other markets such as California, Nevada and Canada.”

Wright & Well branded products will be launching in the legal cannabis market in Oregon, and will serve the growing number of wellness-minded people seeking new ways to take control of their health. Sophisticated, familiar and intelligent, the new brand aims to demystify the world of cannabis and make it more accessible for a wider audience.

Yield Growth worked with an expert branding agency over several months to position the new brand. *Wright & Well* invites users to experience a sense of freedom—by looking and feeling their best, and by deciding to purchase from a brand designed especially for them. Familiar, sophisticated and thoughtful, the name is a homonym: when spoken, it is “Right and Well,” which evokes the idea of proper and healthy. “Wright” means “a maker of,” so *Wright & Well* also means “a maker of health.” The brand intentionally stands out from the others in this space, and is designed to cultivate affinity with a new, savvy group of consumers, making the decision to purchase an easy one.

“*Wright & Well* will appeal to people who are a step ahead in finding health solutions that are right for them,” says Bhavna Solecki, Director of Product & Content at Urban Juve. “The products will stand out in the marketplace because they are the first to use our patent-pending hemp root oil. Hemp root oil complements and enhances our products with therapeutic healing compounds that provide superior transdermal absorption due to the unique terpene profile.” *Wright & Well* products are formulated with proprietary formulas using carefully selected cannabis strains, and the pain balm, topical gel and massage oil contain hemp root oil.

About The Yield Growth Corp.

The Yield Growth Corp. intends to disrupt the wellness market, which is a \$4.2 Trillion Global Economy according to the Global Wellness Institute, by connecting ancient healing with modern science, and harnessing the power of hemp- and cannabis-infused products. 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 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 seek sophisticated wellness products. 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 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

Yield Growth's "Wright & Well" Cannabis Wellness Product Line to Launch in Oregon



Wright & Well products include THC and CBD oils, an analgesic topical gel, pain balm, massage oil and three types of capsules containing THC and Ayurvedic herbal formulations.

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/cf69743b-2d70-4d8e-a92c-d7b1bc4aa2ed>