

## Yield Growth Retained to Build Cannabis Delivery Platform For Antler Retail in California

Yield Growth wholly-owned subsidiary Thrive Activations develops technology and incubates new businesses- engaged to develop technology platform to support a cannabis state-wide delivery system

VANCOUVER, British Columbia, April 02, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTC:BOSQF) (Frankfurt: YG3)** announces subsidiary Thrive Activations Inc. ("Thrive Activations") has been retained by Antler Retail to build a technology platform to support California-wide delivery of Cannabis and cannabis products pursuant to new California rules. This engagement is expected to generate consulting revenue for Yield Growth and expand distribution in the California market for CBD and THC infused wellness product lines.

New rules approved by the California Office of Administrative Law give licensed cannabis delivery operators permission to deliver cannabis anywhere in the state. That includes cities and counties that are currently barring cannabis products. The new regulations went into effect on January 16, 2019, and now allow millions of California residents to order cannabis to their homes.

Antler Retail has a financial interest in a permit for a retail cannabis location in Desert Hot Springs, California with an application in development for a state-wide delivery license, which Antler is planning to build out into a chain of cannabis retail outlets with a focus on delivery distribution throughout California.

Thrive has started mapping the business requirements, identifying regulatory requirements and potential technology solutions. Using advanced analytics Antler Retail will be able to quickly react to market demand and deploy resources in the most efficient way.

Thrive Activations has consistently generated revenue for the past 12 months offering technology focused services for emerging companies. Its most recent engagement has been as a technology services provider to HeyBryan Media for its peer-to-peer mobile marketplace app HeyBryan. HeyBryan, in conjunction with HGTV star Bryan Baeumler, is an app that connects homeowners with vetted home-service experts to complete small tasks around the house.

HeyBryan is live in Toronto and Vancouver with over 3,000 active users. Download the app at the App Store or Google Play or visit [heybryan.com](http://heybryan.com) for more information.

### 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 six wholly owned subsidiaries, Urban Juve, UJ Beverages, UJ Topicals, Yield Botanicals, Mad Wallaby Distribution and Thrive Activations. 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 is now for sale in the U.S. and Canada. Yield has proprietary, patent-pending extraction technology and has also filed 11 provisional patent applications in the United States. Through its subsidiaries, Yield Growth is commercializing over 70 wellness and cosmetic products and has multiple revenue streams including licensing, technology development 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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*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*

### Antler Retail Retains Yield Growth Subsidiary, Thrive Activations



Thrive Activations will build technology platform to support a California-wide cannabis delivery system.

*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/a6f8f86d-6890-46fb-95fd-e9948e9295e4>