

## Yield Growth CEO Speaks with Jack Marks, Host of Wall Street Reporter About Urban Juve, Wright & Well and the Growing Global Market for Cannabis Products

VANCOUVER, British Columbia, April 08, 2019 (GLOBE NEWSWIRE) -- The Yield Growth Corp. (CSE:BOSS) (OTC:BOSQF) (Frankfurt: YG3), one of the newest entrants into the multi-billion dollar cannabis topicals space announces that CEO Penny Green was interviewed last week by Jack Marks of Wall Street Reporter. The interview sheds new light on the topicals vertical within the burgeoning global cannabis industry, which Deloitte predicts will surpass \$31 billion by 2021.

Marks and Penny discussed the flurry of news that Yield Growth has announced since its December 2018 IPO, including the launch of its flagship brand, Urban Juve, a line of skin and body care products utilizing its proprietary ingredient, hemp root oil, with formulations based on ancient Ayurvedic medicine. Green noted that 11 Urban Juve products are already slated for sale in more than 70 stores across Canada and online for both US and Canadian customers, with dozens more coming to market this year.

Green mentioned how the company is currently in discussions for deals that would result in international expansion which could result in product distribution in Europe and Asia.

Green discussed the company's second brand, Wright & Well, which will be launched within the next few months through a distribution network of 400 stores throughout Oregon. The brand infuses CBD and THC into its Ayurvedic formulations with products that are intended for pain management and wellness. Green explained that the company aims to bring the brands to new jurisdictions where cannabis products are legal, including California and Nevada.

The serial entrepreneur and founder of Merus Labs, a company that was sold for CAD \$342M in 2017, shared her excitement about the unprecedented opportunity for which she believes Yield Growth is well positioned.

"The international wellness industry is \$4.2 trillion. That's where we saw a huge, huge opportunity--in the intersection of cannabis with wellness products," explains Green. "In the cosmetics industry, once you have a brand that consumers like and that they adopt and they accept, it's crazy how fast you can grow to \$50M or \$100M in revenue. That's what we're after."

The securities lawyer, recently recognized as one of Profit Magazine's 100 most successful women entrepreneurs, also believes that Yield Growth's leadership team is more than qualified to execute on the opportunity. Chairman of Urban Juve, Thomas Bond was the former COO and CFO of MAC Cosmetics, helping build the company from little more than a startup to a more than \$300M market cap company and was instrumental in facilitating the take-over by cosmetics giant, Estee Lauder, highlighting this team's ability to execute on global growth plans--building international brand penetration.

Furthermore, the participation of large international brands in the cannabis sector is becoming more and more common as jurisdictions begin to relax regulations around cannabis and cannabis products, effectively ending prohibition. Companies like Molson Coors, Constellation Brands and Altria (Marlboro) have all stepped into the cannabis space either through strategic investment or joint venture.

Urban Juve products are available online at [www.urbanjuve.com](http://www.urbanjuve.com).

The 33-minute interview is available online at [WallStreetReporter.com](http://WallStreetReporter.com) (a free log-in may be required to listen to the full audio).

### 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 aligned with over 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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*The Canadian Securities Exchange has not reviewed, approved or disapproved the content of this news release.*

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