

YIELD GROWTH Announces Development of 10 New Hemp Root Oil Infused Products Exclusively for Men

VANCOUVER, British Columbia, April 18, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTCQB:BOSQF) (Frankfurt:YG3)** is pleased to announce it is developing a unique selection of Urban Juve products exclusively for men. Featuring amber and tobacco—two ingredients with ancient origins—the new products under development include beard oil, hair gel, aftershave moisturizer, shaving cream, sex balm and four essential oil colognes.

The demand for hemp grooming products for men is expanding. According to Forbes, \$6.9 billion was spent in the U.S. on men's grooming products last year, and men's skin care product sales grew by 11%, making it the fastest growing segment of the skin care market. According to cannabis industry analysts The Brightfield Group, the hemp-CBD market may hit \$22 billion by 2022.

"We have had great response from men using the Urban Juve products, which inspired us to formulate products specifically for men," says Bhavna Solecki, Director of Product & Content at Urban Juve. "We incorporated amber and tobacco essential oils, not only for their luxe, masculine fragrance notes, but also for their Ayurvedic properties."

Because of its ancient origins, Amber is a natural choice for Urban Juve's inaugural men's line. The essential oil derived from amber is one of the oldest in the world and has been traded since 8,000 BC. It is the fossilized sap of the giant prehistoric conifer, *Pinus Succinifera*, and can be up to 345 million years old. Today, it is a popular ingredient in many perfumes, but it also has Ayurvedic benefits; it is known to calm the mind, rejuvenate tired-looking skin, and strengthen the appearance of hair follicles. Additionally, amber has analgesic properties and works as an aphrodisiac.

Tobacco has been used in various forms for thousands of years, often with other herbs for ritualistic purposes, healing and purification ceremonies. The tobacco leaf has also been used to induce trance states and visions. According to ancient healing systems like Ayurveda, tobacco has been used to treat various health disorders and its effects have been proven by modern research as well. It has been used to relieve stress and treat skin conditions, alopecia and dandruff.

The men's products will include as a key ingredient hemp root oil produced using Urban Juve's proprietary extraction technology. The new products will commence microbial and stability testing this summer for an early 2020 anticipated release. Urban Juve products are now distributed in the U.S. and Canada with a recent deal signed to launch the products in China.

About The Yield Growth Corp.

The Yield Growth Corp. develops, manufactures and distributes cannabis and hemp infused luxury product brands Urban Juve and Wright & Well and has a catalogue of over 200 wellness and beauty products in development. It intends to disrupt the international wellness market by connecting ancient healing with modern science and technology. Its 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 proprietary, patent-pending hemp root oil extraction technology and formulas. Yield Growth is building sophisticated international distribution channels and has multiple revenue streams including licensing, 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

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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 and UJ Beverages 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/f8ba8c63-944b-46b0-bac6-093cc8c6385b>