

Yield Growth Announces USA Luxury and Wellness Retailers to Carry Urban Juve Hemp Products

VANCOUVER, British Columbia, May 01, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTC:BOSQF) (Frankfurt: YG3)** subsidiary Urban Juve announces new U.S.A. retail contracts with luxury spa, wellness and specialty shops to sell its extensive, unisex range of Ayurveda-inspired, hemp root and essential oil natural skin care products.

Luxury and wellness retailers will make Arizona, Florida, North Carolina and South Carolina the first States to introduce the Urban Juve brand to consumers.

The first American luxury spa to carry the new and highly acclaimed Urban Juve products will be announced this month.

"We are excited to announce our new relationships for retail sales in the U.S.A.," says Penny Green, Yield Growth President & CEO. "Businesses operating in sun-filled places like Arizona and Florida are increasingly interested in our products given the unique after-sun soothing effects of the formulas offered by Urban Juve."

"The quality of the natural ingredients and our unique formulations stand out among competitors. One example of our distinction is Urban Juve's Daily Ritual Oil which uses such restorative and hydrating ingredients as our proprietary Cannabis Sativa Hemp Root Extract, Persea Gratissima (Avocado) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Lavandula Angustifolia (Lavender) Oil and Elettaria Cardamomum (Cardamom) Seed Extract. Ethically sourced, never tested on animals and toxin-free, we stand behind our formulations and their creation process. The market is taking notice."

Charlotte-based specialty retailer in the curated procurement and sales of CBD products, Sticky Hemp CBD Co. is another example of a new customer attracted by the benefits for aging, sun-exposed skin and the high-grade ingredients being used by Urban Juve. The packaging and pricing of the brand appeal to the most discerning buyers and its skincare goods are accessible to businesses of all sizes.

Since December 2018, Urban Juve has secured close to 100 retail locations across North America to carry its products and is now negotiating with top retail chains as far as Hong Kong interested in presenting the brand to a growing, global consumer base.

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 more than 200 wellness and beauty products in development. It intends to disrupt the international wellness market, which is a \$4.2 Trillion Global Economy, according to the Global Wellness Institute, 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.

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