

# YIELD GROWTH

## Yield Growth Surpasses Goal of 100 Retail Sales Locations to Sell its Urban Juve Hemp Products within Four Months of Launch

VANCOUVER, British Columbia, May 09, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTC:BOSQF) (Frankfurt: YG3)** and its Urban Juve skincare and wellness subsidiary have successfully established deeper and wider channels to market than expected within months of launching earlier this year.

To date, 109 retail locations are confirmed to define a new hemp-powered movement in skincare. At the same time, the company has successfully launched its new B2B and B2C website at [urbanjuve.com](http://urbanjuve.com).

After several months of exposure and feedback about Urban Juve's foray products -- an acclaimed anti-aging serum, lip balm, body ritual oil and moisturizers -- this line of handcrafted Ayurvedic recipes enter the market in health-conscious storefronts across North America, through marketing alliances, technology-forward kiosks and online through its own, Yield Growth-developed, designed and managed website.

"The retail market for unisex, Ayurveda, hemp skin care and wellness products is not only on trend, but it also reflects a health paradigm," says Penny Green Yield Growth President and CEO. "At the heart of all of our proprietary recipes is the root of cannabis sativa, a plant which is central to Ayurvedic tradition."

Urban Juve's team has harnessed this robust tradition to create three recipe variations: Vitalize, Balance, and Align. Vitalize uses rich essential oils and spices to increase circulation and enrich dry, delicate skin. Balance is meant for sensitive or combination skin types, and utilizes floral, woody oils to cleanse and repair skin cells. Align's herbs and spices work best for naturally oily skin to enhance its supple youthful glow.

Contracts with retailers now total 109 across the United States and Canada. Most of them will carry all three Urban Juve lines -- Align, Vitalize and Balance -- that each feature a moisturizer, facial mist, and body ritual oil, for equally accessible skin care experiences for unique types or body bios. The variety of businesses include specialty wellness chains, independent spas, beauty product retailers, physicians and more.

"Our retailer mix reflects the rapid and sincere current interest in hemp derived goods and growing trust in Ayurveda," says Green. "Our brand comes from a full spectrum understanding of health and wellness with every one of our recipes aiming to achieve the most robust and healthy skin possible. These first-to-market retail partners appreciate our unique offer and are being equipped to share this with their respective customers.

"Though each recipe is distinct to best complement individual skin needs, the final result is always the same: skin with full and healthy life activated by some of the most powerful healing compounds found in nature. Hemp root oil is one key to the process, and a source of rejuvenation for the skin."

Urban Juve's naturally sourced and specially formulated skin care solutions are being sold at wellness-oriented storefronts, naturopathic practices, pharmacies and spas across North America as well as online at [urbanjuve.com](http://urbanjuve.com).

### About The Yield Growth Corp.

The Yield Growth Corp. develops, manufactures and distributes premium cannabis- and hemp-infused products—and plans to disrupt the international wellness market by connecting ancient wisdom with modern science. The company currently has a catalogue of over 200 wellness and beauty products in development, serving mainstream luxury consumers who seek sophisticated wellness solutions. Yield Growth's flagship consumer brand, Urban Juve, has proprietary, patent-pending hemp root oil extraction technology and formulas. The 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, and is building sophisticated international distribution channels and multiple revenue streams including licensing, 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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### Yield Growth Surpasses Goal of 100 Retail Sales Locations to Carry Urban Juve



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## Cautionary Statement Regarding Forward-Looking Statements

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