

YIELD GROWTH

Yield Growth Advances Plans to Enter the Hemp and Cannabis Beverage Business and Engages Seasoned New York Brand and Packaging Design Agency: Cornerstone Strategic Branding

VANCOUVER, British Columbia, May 14, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTC:BOSQF) (Frankfurt: YG3)** has engaged Cornerstone Strategic Branding (CSB) headquartered in New York and whose clients include major international brands -- Perrier, Nestlé, Seagram's and Labatt -- to complete a visual positioning study and subsequent creation of brand and packaging design for its new hemp and cannabis beverage lines.

CSB is a reputable force in the field of package design and visual branding with an impressive legacy 28 years in the making.

"The creation of powerful packaging and in-store communications programs is crucial for Yield Growth to successfully enter the competitive drinks market with its hemp and cannabis products," says Penny Green, President & CEO of Yield Growth. "With CSB as an agency partner, we are confident their research, strategy and design expertise will combine with our exciting beverage options to quickly impress consumers in this market niche and generate sales throughout North America and internationally in time."

Charged with a mandate to fully understand Yield Growth's target consumers before embarking on the creation of compelling new hemp and cannabis beverage identity, CSB will draw on its experienced staff teams in New York working closely with the in-house product development and marketing communications leadership in Vancouver.

"We were impressed by the effectiveness CSB has shown for its beverage sector clients such as Poland Spring® 100% Natural Spring Water, Coffee Mate®, Nescafé® Taster's Choice® Coffee and Seagram's Escapes® under the direction of Christopher Nunes, CEO.

"Consumers in this growing niche are curious and ready to learn more and try quality drinks with hemp and cannabis ingredients," says Nunes. "Our opportunity is to earn their attention, inform their purchasing decisions and establish loyalty for the Yield Growth beverages. Market research -- with creative strategy -- will help define the market further and determine key motivations to try, buy and tell their friends."

The fast-growing popularity of hemp and cannabis based products across health, wellness, beauty and food, drink and supplement markets synchronizes with the release of more than 23,000 studies that tout the benefits of legal, medical cannabis and its medical grade derivatives as well as a groundswell of positive anecdotal consumer and media experiences with early-to-market products, such as those created and available for sale by Urban Juve.

As Yield Growth and CSB work on these brand designs, the ownership company will be canvassing the market to secure a partner from the U.S.A. beverage industry and one multi-state operator to launch these beverages to bars and restaurants, retail stores and more.

An aggressive timeline for research and brand development is set to prepare Yield Growth to launch its hemp and CBD drinks by late 2019.

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 or follow @yieldgrowth on Instagram. Visit www.urbanjuve.com and #findyourjuve across social platforms to learn, engage and shop.

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Yield Growth Engages Seasoned Cornerstone Strategic Branding



The New York agency whose clients include major international brands--Perrier, Nestlé, Seagram's and Labatt, will create brand and packaging design for Yield Growth's new hemp and cannabis beverage lines.

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 the 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/c4dee43c-690e-42b8-9060-f4a184308cfd>