

YIELD GROWTH Signs Letter of Intent with Apothecary Botanicals to Manufacture and Distribute Yield's New Line of Cannabis-Infused Topicals, Jack n Jane, in Canada

Vancouver, British Columbia--(Newsfile Corp. - October 17, 2019) - **The Yield Growth Corp. (CSE: BOSS) (OTCQB: BOSQF) (FSE: YG3)** is pleased to announce that it has signed a non-binding letter of intent to enter into a co-packing agreement with Apothecary Botanicals, a Canadian licensed cannabis producer and subsidiary of Geysler Brands Inc. (TSXV: GYSR), for the production and launch of Yield Growth's Canadian Cannabis brand Jack n Jane, a line of cannabis-infused products including tinctures, topicals and capsules.



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Jack n Jane is Yield Growth's New Line of Cannabis-Infused Topicals

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This announcement coincides with Health Canada's official legalization of the production and sale of cannabis extracts and cannabis topicals effective today, marking the one-year anniversary of the legalization of recreational marijuana in Canada.

Yield Growth will engage Apothecary Botanicals to manufacture and distribute its Jack n Jane products in British Columbia, combining Yield Growth's proprietary formulations with Apothecary Botanicals' cannabis supply, services, facilities, equipment and required Health Canada licenses for processing and sales. Yield Growth will supply all non-cannabis ingredients, packaging, and design while Apothecary Botanicals will supply cannabis

containing THC and/or CBD as required for the various product formulations. The first phase of production is expected to include three tinctures containing THC and CBD, with a goal of coming to market by December 31, 2019.

Yield Growth intends to incorporate many of the products in its catalogue into the Jack n Jane line, including its own proprietary hemp root oil as a key ingredient and many other high-quality botanicals. The product line currently includes CBD and THC tinctures, muscle and joint gel, massage oils, muscle balm, and foot cream, with several new products in development including transdermal patches and bath soaks.

"Ancient Ayurveda apothecaries worked diligently over millennia to unlock the vast potential of this medicinal plant," says Penny White, CEO of Yield Growth. "We are looking forward to bringing the highest quality skin care and personal care products to Canada with an LP in our beautiful home city of Vancouver."

David Eto, CEO of Apothecary Botanicals, commented, "We are pleased to offer our services to Yield Growth. Our co-packing and manufacturing capabilities combined with our Health Canada approved Licensed Production Facility will support Yield Growth's goal of entering the Canadian market."

According to a report by Deloitte, "edibles, topicals and infused beverages are poised to be the hot new cannabis products." Deloitte estimates that the Canadian market for edibles and alternative cannabis products to be worth C\$2.7 billion annually. The report states that 53% of surveyed likely Canadian cannabis consumers are eager to try topicals.

About Geysler Brands Inc.

Geysler Brands Inc. (TSXV: GYSR) is a consumer health and wellness company operating within the Canadian cannabis industry. Geysler's proprietary delivery technologies include all natural nano-technology, slow-release mechanisms, and non-molecule degrading baking processes. The company provides expertise from conceptual innovation to manufacturing and end-use distribution. Geysler owns a suite of several brands within the consumer-packaged goods market that are offered nationwide at many recognized retailers. Geysler Brands owns a Health Canada approved Licensed Production Facility and operates 15,000 sqft of manufacturing space in two GMP facilities near Vancouver, BC. For more information, visit www.geyslerbrands.com.

About The Yield Growth Corp.

The Yield Growth Corp. is building and operating hemp, cannabis and edible mushroom assets and owns wellness brands Urban Juve, Wright & Well, Jack n Jane and Flourish Mushrooms. It has a catalogue of over 200 proprietary beauty, wellness, edibles and beverage formulas at various stages of commercialization. It has filed 12 patents to protect its extraction method and formulas. Urban Juve hemp powered skin care products have been featured in British Vogue, Vanity Fair UK and Elle Canada and Urban Juve has an alliance with leading online beauty community, ipsy. Wright & Well is launching a THC/CBD line of topical products in Oregon and a CBD from hemp topicals line in California this fall. Yield Growth plans to launch a line of edible mushroom wellness products in 2020. Yield Growth is building international distribution channels and has multiple revenue streams including services, licensing 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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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 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, Wright & Well, UJ Beverages, Jack n Jane and Flourish Mushroom 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.

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