

YIELD GROWTH Featured in Vanity Fair UK's Holiday Issue on Shelves Now

Vancouver, British Columbia--(Newsfile Corp. - December 24, 2019) - **The Yield Growth Corp. (CSE: BOSS) (OTCQB: BOSQF) (FSE: YG3)** is pleased to announce that Urban Juve's Hydrating Body Oil appears in this month's holiday issue of Vanity Fair UK, which features RuPaul on the cover, photographed by Annie Leibovitz.



Figure 1. Vanity Fair UK Holiday Issue 2019/2020 in Stores Now!

To view an enhanced version of Figure 1, please visit:

https://orders.newsfilecorp.com/files/6377/51048_yieldgrowth-24dec2019-image.jpg

The magazine highlights Urban Juve's Ayurveda-inspired Hydrating Body Oil in "The Vanity Box," along with a range of other handpicked luxury beauty products, selected for the publication's sophisticated and highly affluent readers.

The Canadian-made Hydrating Body Oil is one of Urban Juve's most popular products. Powered by hemp seed oil, avocado oil and ginger oil, Hydrating Body Oil helps revive the skin, while cinnamon and cardamom invigorate the senses.

Urban Juve has been featured several times in Vanity Fair UK and other high-quality beauty and lifestyle publications, such as British Vogue and Elle Canada.

"We are expecting our products to be widely distributed throughout Europe and South America in 2020," says Penny White, CEO of Yield Growth. "In Europe alone the skin care market is expected to grow at 3.9% CAGR between 2016 and 2022, according to KVB Research, so we are positioning Urban Juve, along with our other brands, to capitalize on the opportunity."

In celebration of the holiday season, Urban Juve is offering 40% off the entire Urban Juve Collection from December 26th-29th, 2019. Shop urbanjuve.com with code "BOX2019" during our Boxing Weekend Sale!

About The Yield Growth Corp.

The Yield Growth Corp. develops cannabis and edible mushroom products and conducting research into uses, methods and products that improve life in what the Global Wellness Institute reports is a \$4.2 trillion-dollar global wellness market. It owns the cannabis wellness brands Urban Juve, Wright & Well and Jack n Jane. The Yield Growth management team has deep experience with global brands including Johnson & Johnson, Procter & Gamble, M·A·C Cosmetics, Skechers and Aritzia. Its all natural hemp skincare brand, Urban Juve, has signed agreements for distribution in Canada, Colombia, Brazil, Costa Rica, Panama, Argentina, El Salvador, Ecuador, Peru, Greece, Cyprus, Bulgaria, Romania and Serbia. Yield Growth's Wright & Well brands are launching a THC/CBD line of topical and edible products in Oregon this month and a CBD from hemp topicals line in California in 2020. Through its subsidiaries, Yield Growth has over 200 proprietary beauty, wellness, edibles and beverage formulas for commercialization. It has filed 13 patents to protect its extraction method and other intellectual property. Yield Growth earns revenue through multiple 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 contents 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 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, the potential for not acquiring any rights as a result of the patent application and any products making use of the intellectual property may be ineffective or the company may be unsuccessful in commercializing them; and other approvals will be required before commercial exploitation of the intellectual property can happen. The laws around cultivating, selling and using psychedelic mushrooms would need to change in most jurisdictions in order for the use of psychedelic products to be legal and sale of, and demand for, Urban Juve, Wright & Well, Flourish Mushroom Labs, Jack n Jane 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

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