

YIELD GROWTH

YIELD GROWTH COMMENTS ON MARKETING AND PROMOTIONAL ACTIVITIES IN RESPONSE TO OTC MARKETS REQUEST

January 8, 2019 – Vancouver, B.C. – The Yield Growth Corp. (CSE:BOSS) (OTC:BOSQF) (Frankfurt: YG3) (the “Company”) provides the following information about its marketing and promotional activities (“Marketing Activities”) at the request of OTC Markets.

The OTC Market’s request was prompted by emails distributed by Wealth Research Group, crushtheestree.com and Portfoliowealthglobal.com. Each of these emails described information previously disclosed in press releases distributed by the Company (the “Emails”). The Company aims to be a first mover at the beginning of a new and emerging industry, psychedelic research, and engaged Future Money Trends to market awareness of previously disclosed material to expand its shareholder base. Future Money Trends was responsible for causing the Emails to be prepared and distributed. The key information about Yield Growth in the Emails was surrounding the Yield Growth’s expansion and early mover advantage into the emerging industry of psychedelic research and the fast growing industry of edible mushrooms, including statements that Yield Growth has filed a patent application for the use of psilocybin for weight loss and to treat obesity, diabetes and to reduce the risk of heart disease and high blood pressure. It also stated that the Company has a catalogue of 145 formulas for infusion with edible mushrooms. The Company has reviewed the statements contained in the Emails and confirms that the material statements about Yield Growth and its business are accurate and were previously disclosed in press releases or other documents that were publicly disclosed. However, the Company cannot confirm the amount of money that will be paid to Future Money Trends in the future as additional expenses are optional. The press releases form part of the Company’s public disclosure record with the Canadian securities regulators, and are available with the Company’s other public filings under its profile at www.sedar.com. The Company distributes its press releases through digital media to expand awareness of its corporate brand and to increase the number of potential investors aware of the company’s business. The Company also pays for sponsored content and its advertisement through digital media (together with the Emails, “Marketing Activities”). The Company’s management believe that the Marketing Activities have created awareness of the Company’s stock, products and operations and have resulted in increased demand for the Company’s products and securities. The Company first became aware of the Emails on January 5, 2020.

Each of the Emails disclosed the sender had been compensated by the Company, that it owned shares in that Company and that it would not sell Company shares during a marketing promotion or for 30 days following any promotion. On December 31, 2019 Future Money Trends, or a company affiliated with Future Money Trends purchased \$250,000 worth of Yield Growth units at a cost of \$0.25 per unit consisting of one common share and one warrant to purchase an additional common share at \$0.265 for one year from the Closing Date. The

warrants had a hold period of four months plus a day. The 1,000,000 shares are restricted and will be released according to the following schedule: 200,000 shares to become free trading four months and one day after the closing date; 200,000 shares to become free trading on June 15, 2020; 200,000 shares to become free trading on September 15, 2020; 200,000 shares to become free trading on October 15, 2020; and 200,000 shares to become free trading on November 15, 2020. The Company does believe the Emails had a significant impact on trading activity of the Company's stock.

The Company's CEO, has overseen all Marketing Activities respecting the Company. Since listing on the OTCQB the Company believes it has complied with the OTC Markets Group policies on stock promotion.

The following is a list of all third party providers who have been engaged directly by the Company to provide investor relations services, public relations services, marketing, or other related services including the promotion of the Company or its securities in the last 12 months: Postmedia Network, Globe Media, Winning Media, Investor News Network, Stockhouse, Globe Newswire, CFN Media Group, Equity Guru, High Tide Consulting Corp. BayStreet.ca Media Inc., Aktiencheck.de AG, Immedia Management Inc., Exvera Communications Inc, Raven Waschilowski and Market IQ Media Inc., Galavant Holdings (Fundamental Research), Microcap Media, Future Money Trends, Viral Stocks, Hybrid Financial, Stonebridge Partners, Investors Hub (the "Third Party Providers"). The Company believes that all of its Third Party Providers provide valuable services and contribute to the successful marketing of the Company and its products and services. The Company endeavours to work with the Third Party Providers to ensure all disclosures are made in accordance with OTC Markets' policies and guidelines on marketing. The Company intends to continue engaging many of the Third Party Providers on an ongoing basis.

The Company's management has been directly involved in engaging and working with the Third Party Providers undertaking Marketing Activities on the Company's behalf. Approved content is sometimes displayed on media properties owned by companies that do not have a direct relationship with the Company but have been selected by or through Third Party Providers. The Company's management is often directly involved in the creation of content used in Marketing Activities. The Company's management makes its best efforts to approve all content about the Company prior to its release, and at no time has the Company approved of any content or made any disclosure that is false or misleading. The Company's management is not aware of any disclosure respecting the Company that has been made by any Third Party Provider that is false or misleading.

The following is a description of issued shares or convertible instruments allowing conversion to equity securities at prices constituting a discount to the current market rate at the time of the issuance. All issuances were priced in accordance with applicable stock exchange policies.

- January 11, 2019 the Company issued 310,293 units at \$0.34 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.40 per common share for a maximum of six months from the date of issuance. All of these warrants have been exercised.
- January 25, 2019 the Company issued 407,500 units at \$0.40 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price

of \$0.50 per common share for a maximum of six months from the date of issuance. The warrants were not issued below market.

- On February 5, 2019 the Company issued 200,000 units at a price of \$0.50 per unit pursuant to a beverage formula acquisition, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.60 per share for a period of one year from the date of issuance. The warrants were not issued below market. None of the warrants have been exercised.
- On February 6, 2019 the Company issued 1,000,000 units at \$0.40 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.50 per share for a period of six months from the date of issuance. The warrants were not issued below market. All of these warrants were exercised on May 28, 2019.
- On February 20, 2019 the Company issued 191,134 units at \$0.70 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.80 per share for a period of six months from the date of issuance. The warrants were not issued below market. All of these warrants expired on August 20, 2019.
- On February 28, 2019 the Company issued 125,714 units at \$0.70 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.80 per share for a period of six months from the date of issuance. The warrants were not issued below market. All of these warrants expired on August 28, 2019.
- On April 12, 2019 the Company issued 178,532 units at \$0.55 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.70 per share for a period of one year from the date of issuance. These units were issued at a discount to market price allowed by CSE Policy 6. The closing price of the Company's shares on the day prior to this issuance was \$0.65. None of the warrants have been exercised.
- On April 29, 2019 the Company issued 93,850 units at \$0.65 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.70 per share for a period of six months from the date of issuance. These units were issued at a discount to market price allowed by CSE Policy 6. The closing price of the Company's shares on the day prior to this issuance was \$0.69. All of the warrants expired on October 29, 2019.
- On June 7, 2019 the Company issued 91,219 units at \$0.36 per unit, each unit consisting of one common share and one share purchase warrant exercisable at a price of \$0.40 per share for a period of 12 months from the date of issuance. These units were issued at a discount to market price allowed by CSE Policy 6. The closing price of the Company's shares on the day prior to this issuance was \$0.37. None of the warrants have been exercised.
- On August 7, 2019 the Company issued 5,914,933 special warrants at \$0.30 per special warrant, each consisting of one common share and one share purchase warrant exercisable at a price of \$0.35 per share for a period of two years from the date of issuance. These units were issued at a discount to market price allowed by CSE Policy

6. The Company received price protection on July 29, 2019 from the CSE. 268,160 finder's warrants were issued pursuant to the special warrant private placement. None of the warrants have been exercised.

- On September 13, 2019 the Company issued 1,400,000 special warrants at \$0.25 per special warrant, each consisting of one common share and one share purchase warrant exercisable at a price of \$0.37 per share for a period of 2 years from the date of issuance. These units were issued at a discount to market price allowed by CSE Policy 6. The Company received price protection on September 10, 2019 from the CSE. None of the warrants have been exercised.
- On October 30, 2019 the Company issued 1,833,404 special warrants at \$0.30 per special warrant, each consisting of one common share and one share purchase warrant exercisable at a price of \$0.33 per share for a period of 12 months from the date of issuance. These units were issued at a discount to market price allowed by CSE Policy 6. The Company received price protection on October 16, 2019 from the CSE. 20,500 finder's warrants were issued pursuant to the special warrant private placement. None of the warrants have been exercised.
- On November 19, 2019 the Company issued 1,810,000 special warrants at \$0.25 per special warrant, each consisting of one common share and one share purchase warrant exercisable at a price of \$0.30 per share for a period of 12 months from the date of issuance. These units were issued at a discount to market price allowed by CSE Policy 6. The Company received price protection on October 31, 2019 from the CSE. None of the warrants have been exercised. 268,160 finder's warrants were issued pursuant to the special warrant private placement.
- On December 6, 2019 the Company issued 1,262,500 special warrants at \$0.20 per special warrant, each consisting of one common share and one share purchase warrant exercisable at a price of \$0.25 per share for a period of 6 months from the date of issuance. These units were issued at a discount to market price allowed by CSE Policy 6. The Company received price protection on December 3, 2019 from the CSE. None of the warrants have been exercised.
- On January 3, 2020 the Company issued 1,816,666 special warrants at \$0.15 per special warrant, each consisting of one common share and one share purchase warrant exercisable at a price of \$0.195 per share for a period of 6 months from the date of issuance. These units were issued at a discount to market price allowed by CSE Policy 6. The Company received price protection on December 24, 2019 from the CSE. None of the warrants have been exercised.
- On January 7, 2020 the Company issued 666,666 special warrants at \$0.15 per special warrant, each consisting of one common share and one share purchase warrant exercisable at a price of \$0.195 per share for a period of 6 months from the date of issuance. These units were issued at a discount to market price allowed by CSE Policy 6. The Company received price protection on January 6, 2020 from the CSE. None of the warrants have been exercised.

Directors, officers and insiders of the Company are required to report their trades by filing insider reports with the Canadian securities regulatory authorities. These reports are available

for review at www.sedi.ca. All such trades - including those which have taken place over the past 90 days – have been reported on SEDI in compliance with applicable securities laws. The Company has made any necessary inquiry of the trading activities of all Third Party Providers. The Company is also aware of the following purchases of the Company's stock by Third Party Providers over the past 90 days:

- On October 7, 2019 the Company issued 80,640 special warrants at \$0.25 per special warrant, each consisting of one common share and one share purchase warrant exercisable at a price of \$0.30 per share for a period of 2 years from the date of issuance to Baystreet Media Inc. to settle debt.
- On October 30, 2019 the Company issued 308,333 special warrants at \$0.30 per special warrant, each consisting of one common share and one share purchase warrant exercisable at a price of \$0.33 per share for a period of 1 year from the date of issuance to Hybrid Financial Ltd. to settle debt.
- On October 30, 2019 the Company issued 67,200 special warrants at \$0.30 per special warrant, each consisting of one common share and one share purchase warrant exercisable at a price of \$0.33 per share for a period of 1 year from the date of issuance to Baystreet Media Inc. to settle debt.
- On December 3, 2019, Baystreet Media Inc. sold 107,700 shares in the Company.
- On December 20, 2019 the Company issued 252,000 special warrants at \$0.25 per special warrant, each consisting of one common share and one share purchase warrant exercisable at a price of \$0.265 per share for a period of 1 year from the date of issuance to Hybrid Financial Ltd. to settle debt.
- On December 20, 2019 the Company issued 80,640 special warrants at \$0.25 per special warrant, each consisting of one common share and one share purchase warrant exercisable at a price of \$0.265 per share for a period of 1 year from the date of issuance to Baystreet.ca Media Ltd. to settle debt.

The Company complies with exchange Policy 6, section 1.4(a) and places a legend for a four month hold on securities issued under the prospectus exemption in section 2.24 of NI 45-106.

About The Yield Growth Corp.

The Yield Growth Corp. is developing cannabis and edible mushroom products and conducting research for plant-based therapeutics 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. 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 have manufactured a THC/CBD line of topical and edible products in Oregon and plan to launch 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.

Investor Relations Contacts:

Penny Green, President & CEO
Kristina Pillon, Investor Relations
invest@yieldgrowth.com

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1-833-514-**BOSS** 1-833-514-2677
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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, Jack n Jane, Flourish Mushroom Labs 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.