

YIELD GROWTH Subsidiary Flourish Mushroom Labs Appoints VP, Sales with Extensive Experience Selling Mushroom Products from Market Leader

Vancouver, British Columbia--(Newsfile Corp. - January 09, 2020) - **The Yield Growth Corp. (CSE: BOSS) (OTCQB: BOSQF) (FSE: YG3)** announces it has appointed seasoned sales expert Amber Allen as VP, Sales for Yield Growth's Flourish Mushroom Labs Inc.



Amber Allen joins Flourish Mushroom Labs Inc. as VP, Sales

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Ms. Allen has decades of experience working with distributors to grow a multitude of brands in the edible mushrooms and other wellness spaces, including helping to grow sales for the Four Sigmatic brand for over 4 years. According to CNBC, "Four Sigmatic's mushroom coffee mix with Lion's Mane and Chaga is the No. 1 best seller in the instant coffee category on Amazon, beating out Nescafe and Starbucks."

Amber Allen also worked with other wellness companies My Matcha Life, Sun Warrior, Mikei Red Reishi and Thursday Plantation.

"Amber's qualifications in building marketing plans for medicinal mushrooms and experience growing sales for some of the world's leading mushroom brands make her an ideal candidate to help us launch our mushroom

consumer packaged foods division," says Penny White, CEO of Yield Growth.

Amber will oversee Flourish's international launch of its mushroom coffee line and mushroom soups in 2020.

According to Fast Company, the mushroom market is expected to hit \$50 billion in the coming years.

According to Fortune Business Insights, results of clinical and preclinical studies on edible mushroom consumption suggest that their consumption may support healthy immunity, weight management, and enhancement of overall health. Additionally, mushroom consumption can potentially reduce the risk of diseases, such as prostate cancer and breast cancer.

About Flourish Mushroom Labs Inc.

Flourish Mushroom Labs aims to be a leader in plant based therapeutics and packaged food products containing mushrooms and plans to be a first mover in the fast growing industry of psychedelic research. It has a catalogue of 145 formulas for infusion with medicinal mushrooms and is launching mushroom infused coffees and soups in 2020.

Flourish has a joint venture in Saint Vincent and the Grenadines to build a laboratory for the cultivation and research of psilocybin mushrooms. It has filed a U.S. patent application for the use of psilocybin to aid in weight loss and treat obesity, diabetes and to help prevent heart disease. Yield Growth owns 120,000,000 shares in Flourish Mushroom Labs, a majority owned subsidiary of Yield Growth.

About The Yield Growth Corp.

The Yield Growth Corp. develops and manufactures natural plant-based products. 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 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.

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The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this news release.

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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 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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