

Yield Growth to Enter Booming Market with Immunity-Boosting Mushroom Products

Vancouver, British Columbia--(Newsfile Corp. - February 27, 2020) - [The Yield Growth Corp.](#) (CSE: BOSS) (OTCQB: BOSQF) (FSE:YG3) ("Yield Growth") subsidiary Flourish Mushroom Labs is pleased to announce that the company has completed product development for Ayurvedic mushroom coffees and Ayurvedic mushroom botanical shots for smoothies.



Flourish Mushroom Labs Ayurvedic mushroom coffee

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"These formulations provide powerful brain and immune-boosting benefits thanks to their powerful antioxidant and nutrient-rich formulas," said Penny White, CEO of The Yield Growth Corp. "Along with their powerful health profile, these products are made with fair-trade, organic ingredients."

The Ayurvedic coffees and botanical shots are planned for launch in early summer of 2020 and contain immune-boosting medicinal mushrooms: reishi, chaga, lion's mane and turkey tail. According to Mordor Intelligence, the global market for functional mushrooms is forecasted to reach \$34.3 billion by 2024, growing at a CAGR of 8.04% between 2019 and 2024.

"Immune-boosting foods and supplements are in high demand throughout the cold and flu season and are particularly important for anyone who is especially susceptible to illness, including older individuals or those with chronic conditions may be more vulnerable. The recent Coronavirus outbreak has also sparked increased interest in immune-boosting foods and supplements."

Chaga mushrooms have been used for centuries in Siberia and Asia as medicine to reduce inflammation, boost immunity and improve overall health. Chaga also has the ability to lower high blood sugar and combat abnormal and mutagenic cell growth.

Turkey Tail also contains a community of powerful antioxidants and other compounds that may help boost your immune system and may even fight certain cancers. Some scientific studies have also shown that Turkey Tail may also improve gut bacteria balance.

Reishi is one of the most popular medicinal mushrooms and is known to be used to assist in weight loss, boost immunity and fight certain cancer cells. What makes it unique though are its calming properties thanks to a

compound called triterpene that it contains. This can help to promote healing, sharpen focus, alleviate anxiety, ease depression, and encourage better sleep.

Lion's Mane is also packed with antioxidants and also strengthens the immune system, but it also has other unique benefits that foster mental clarity and brain health. For example, it aids in the production of the bioprotein nerve growth factor (NFG) and myelin, which acts as "insulation" around nerve fibers and helps to fight the onset of neurological diseases such as Alzheimer's and multiple sclerosis.

"For centuries humans around the globe have used herbs and plants to cure or prevent illness. Plants are the life force energy for our food, oxygen, and medicine," said Bhavna Solecki, director of product development for The Yield Growth Corp. "We are working to bring these ancient traditions and plant-based remedies mainstream."

The Ayurvedic shots contain herbs such as holy basil and moringa.

Holy basil, known as the "Queen of Herbs" helps to build natural immunity, detoxify blood and promotes cellular regeneration. It also acts as a strong antiseptic against many kinds of disease-causing organisms, including bacteria, fungi, and parasites.

Moringa is referred to as the "Tree of Life" in India. Moringa leaf is a rich source of nutrients and antioxidants and has super immune-boosting powers. It supports the liver as an antioxidant, helps to relieve allergies and stomach disorders and also is known to act as an antidepressant.

About Flourish Mushroom Labs Inc.

Flourish Mushroom Labs aims to legally and safely commercialize psilocybin (magic) mushrooms. Flourish Mushroom Labs is planning to build a psilocybin mushroom laboratory in St. Vincent and the Grenadines and is conducting research into potentially therapeutic benefits of compounds found in magic 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. Flourish also plans to be a leader in the fast-growing medicinal mushrooms market-and improve life by offering high-quality mushroom-infused products. Flourish Mushroom Labs is a majority owned subsidiary of The Yield Growth Corp.

About The Yield Growth Corp.

The Yield Growth Corp. is a consumer packaged goods company selling plant-based products with over 200 proprietary beauty, wellness, edibles and beverage formulas at various stages of commercialization. It's products are sold through e-commerce worldwide and retail stores in 3 countries with distribution agreements in place for 12 more countries. It conducts research for plant-based therapeutics and had 13 patents filed in what the Global Wellness Institute reports is a \$4.2 trillion-dollar global wellness market. It owns the hemp skin care brand Urban Juve, which has been featured in UK Vogue and Elle Canada, and it owns cannabis brands Wright & Well and Jack n Jane. It's majority owned subsidiary Flourish Mushroom Labs is launching a line of medicinal mushroom products and developing a business in the emerging market of psychedelic medicine. The Yield Growth management team has deep experience with global brands including Johnson & Johnson, Procter & Gamble, Skechers and Aritzia. 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, brand development, availability of packaging, intellectual property protection, reduced global commerce and reduced access to raw materials and other supplies do to the spread of the Coronavirus, 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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