

Yield Growth's Plant-Based Products and Hand Sanitizers to be Sold in Pharmasave

Vancouver, British Columbia--(Newsfile Corp. - July 14, 2020) - **The Yield Growth Corp. (CSE: BOSS) (OTCQB: BOSQF) (FSE: YG3)** is pleased to announce that its Urban Juve products are now available in select Pharmasave stores in multiple provinces across Canada.



Graphic: Yield Growth's Plant-Based Products and Hand Sanitizers to be Sold in Pharmasave

To view an enhanced version of this graphic, please visit:
https://orders.newsfilecorp.com/files/6377/59697_yg.jpg

Pharmasave stores in British Columbia, Ontario, Manitoba, and Saskatchewan are already carrying the Urban Juve Hand Sanitizer Liquid Spray. Additional stores have pre-ordered the Urban Juve Hand Sanitizer Gel, which is expected to be available in August 2020. Other Pharmasave locations have placed orders for all natural products from the Urban Juve skin care line, and those products are expected to hit store shelves in August.

With more than 700 stores across the country, Pharmasave is one of Canada's leading independent pharmacy and drugstore retailers. Each Pharmasave store operates independently to serve its local community, which ensures programs and services are tailored to the unique needs of customers in each municipality.

"We are thrilled to be carried by such a well-known and respected Canadian brand," says Amber Allen, Head of Sales for Urban Juve. "We feel confident that having our Urban Juve products on Pharmasave shelves will

increase the profile of our brand in the Canadian market."

Urban Juve has created a 100% pure plant-based extract line of face and body products that are superfood for the skin. Urban Juve's natural products let your skin breathe and absorb vitamins to keep your skin hydrated. They are rich in Omega 3 fatty acids, vitamins, antioxidants, emollients and proteins with anti-inflammatory properties to provide skin the nutrition needed to stay smooth, healthy and vibrant.

The global vegan cosmetics market size is projected to reach USD \$20.8 billion by 2025, according to a report by Grand View Research, Inc., progressing at a compound annual growth rate ("CAGR") of 6.3% during the forecast period. Grand View Research reports that millennials are driving the vegan cosmetics movement pushed by the belief that plant-based products are better for their health than those that are animal-based.

The hand sanitizer market is expected to grow at a CAGR of over 17 per cent between 2019 and 2025 according to a report from Arizton, with sales this year expected to reach USD \$11-billion in 2020, a 600-per cent increase over last year.

About The Yield Growth Corp.

The Yield Growth Corp. is a phytoceutical and consumer packaged goods company that develops and acquires intellectual property and other assets related to plant-based products and therapeutics, and develops, manufactures, markets, sells and distributes plant-based products. It has over 200 proprietary wellness formulas at various stages of commercialization, including over 20 products, including a hand sanitizer, that are now for sale through e-commerce or brick and mortar retail stores. It has 14 patent applications to protect its extraction methods and wellness formulas and it is in the early stages of research and development of plant based topicals for prevention or treatment of infectious disease. The Global Wellness Institute reports the global wellness industry is a \$4.2 trillion-dollar global wellness market. Its majority owned subsidiary NeonMind Biosciences Inc. is launching a line of medicinal mushroom products and is developing intellectual property in the emerging area of psychedelic medicine. The Yield Growth management team has deep experience with global brands including Johnson & Johnson, Procter & Gamble, Skechers and Ariztia.

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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

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