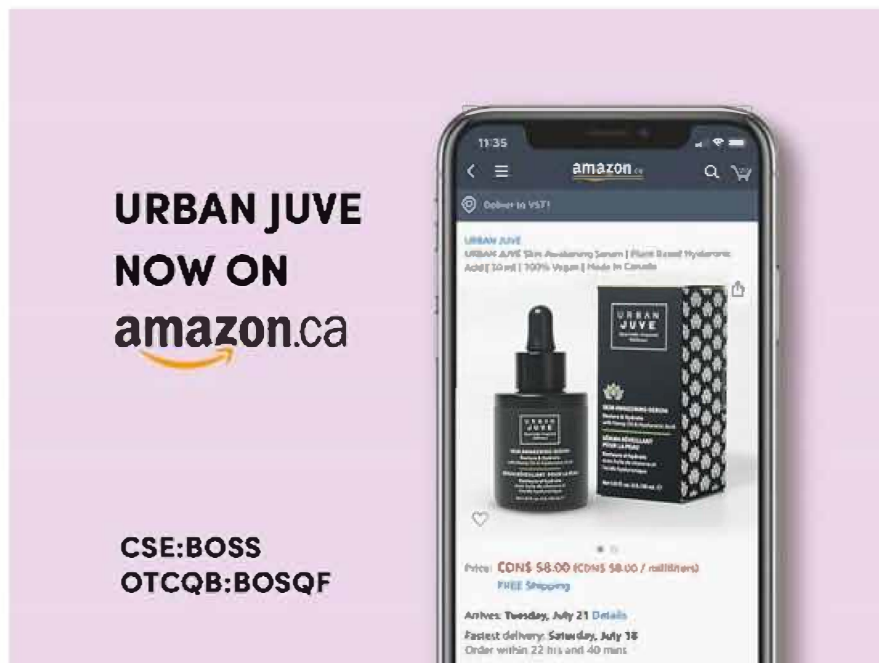


Yield Growth's Plant-Based Products List for Sale on Amazon

Vancouver, British Columbia--(Newsfile Corp. - July 16, 2020) - **The Yield Growth Corp.** (<https://www.newsfilecorp.com/redirect/QY1ATV3a>) (CSE: BOSS) (OTCQB: BOSQF) (FSE: YG3) ("Yield Growth") is pleased to announce that eight of its Urban Juve products are now listed for sale on Amazon.ca and are available to both regular and Prime members.



(https://orders.newsfilecorp.com/files/6377/59894_PR_WEB_amazon.jpg)

Figure 1: Yield Growth's Plant-Based Products List for Sale on Amazon

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

https://orders.newsfilecorp.com/files/6377/59894_PR_WEB_amazon.jpg (https://orders.newsfilecorp.com/files/6377/59894_PR_WEB_amazon.jpg)

As of July 13, 2020, the Amazon.ca listings have been live for eight Urban Juve plant-based products, including its Ultra-Hydrating Lip Balm, Skin Awakening Serum, Energizing Body Oil, Nurturing Body Oil, Hydrating Body Oil and its Terpene-Rich Face Moisturizers.

Urban Juve Ultra-Nourishing Hand Sanitizer Liquid is expected to be listed and available for purchase on Amazon.ca within the next two weeks.

"In Canada, Amazon is the dominant e-commerce player, so we are thrilled to make the Urban Juve Brand available to this wide consumer audience," says Yield Growth COO Tamara Melck. "Consumer shopping behaviour continues to shift to online retail channels, and we are excited to be on the forefront of this trend, and to be able to leverage the power of the Amazon platform to drive sales of our plant-based personal care products."

Statista reported that in 2019, e-commerce retail sales in Canada reached \$1.85 billion, with approximately 28.1 million Canadians making purchases online that year. Revenue generated within the retail e-commerce market globally is expected to surpass \$33 billion U.S. dollars by 2024, up from \$25.4 billion in 2019.

A 2020 Ecommerce.com article states that Amazon is the leading e-commerce site in Canada, with approximately 160.45 million monthly visitors to Amazon.ca.

About The Yield Growth Corp.

The Yield Growth Corp. is a phytochemical 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 Aritzia.

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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

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