

YIELD GROWTH Registers with Health Canada 3 Lip Glosses with Hemp Root Oil made using Urban Juve's Patent Pending Extraction Technology

VANCOUVER, British Columbia, Feb. 28, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTCQB:BOSQF) (Frankfurt:YG3)** is pleased to announce that its subsidiary Urban Juve has registered for sale with Health Canada 3 Lip Glosses with Tint named "LOVE", "PLEASURE", and "SERENITY". Each contains a unique blend of camelia, jojoba, avocado, castor and coconut oils designed to moisturize the lips to make them look full and supple. Cannabis sativa hemp seed oil, and hemp root oil extracted using Urban Juve's proprietary patent pending technology, are included as ingredients intended to give extra moisture and hydration for lusher looking lips that stay smooth.

According to ResearchAndMarkets.com, the global hemp oil market accounted for US\$ 81 million in 2017 and is expected to reach US\$ 1.2 billion by 2026, expanding at a compound annual growth rate of 35.8% from 2018 to 2026.

"We are thrilled to register new products for the Urban Juve brand. This brand has been very well received in discussions with major retail chains in Canada and the United States," says Urban Juve President Sandi Lesueur, "we are now designing packaging for our new products that will be compliant with Quebec, Canada and U.S. FDA labelling regulations so we can sell our products through international retail chains."

ResearchAndMarkets.com states that Hemp oil is gaining significant adoption among food & beverages industry and as well as in personal care products across the globe, in part because of nutrients, essential fatty acids and antioxidants that are perfect for skin. Also, hemp oil is known to provide relief from chronic pain, sleep disorders, anxiety, and nerve pain.

About The Yield Growth Corp.

The Yield Growth Corp. is dedicated to the rapid and sustainable growth of cannabis wellness assets. Its directors, officers and advisors have C- level experience at multi-billion dollar international companies including M.A.C Cosmetics and Johnson & Johnson and have worked at Aritzia, Procter & Gamble, Skechers, Pepsi and Coca Cola. Yield Growth's key assets are 100% owned subsidiaries Urban Juve Provisions Inc., UJ Topicals Inc., UJ Beverages Inc., UJ Edibles Inc. and Thrive Activations Inc. Urban Juve is a brand rooted in the organic synthesis of ancient knowledge and modern techniques to create exceptional beauty and wellness solutions. Ayurvedic knowledge delineates three general categories or skin types, which Urban Juve has translated as Vitalize, Balance and Align, each with its own dedicated range of skin and body care formulations. Through its subsidiaries Yield Growth owns over 60 wellness formulas for topicals and beverages, has registered 33 products with Health Canada, has applied for 11 U.S. provisional patents and is currently selling products online in the U.S. and Canada and through retailers in Canada. Its subsidiary UJ Topicals is launching THC and CBD products through a distribution network of 400 cannabis retail stores in Oregon, USA.

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 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, UJ Topicals, UJ Beverages and UJ Edibles 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

Urban Juve's Hemp Root Oil Infused Lip Glosses



Yield Growth has registered 3 Urban Juve lip glosses containing hemp root oil with Health Canada.

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.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/37b7f8e3-811a-44b8-91b2-d2bc45de0ac6>