

YIELD GROWTH

YIELD GROWTH Announces Launch of New Urban Juve Website Featuring Custom CMS System

VANCOUVER, British Columbia, May 07, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTCQB:BOSQF) (Frankfurt:YG3)** is pleased to announce that the new online flagship for its wholly owned subsidiary, Urban Juve, is now officially live. The technology for the new website was custom-built by Yield Growth subsidiary Thrive Activations, and represents a new paradigm in agile, efficient and scalable ecommerce technology.

Until now, sophisticated ecommerce websites have been out of reach for startup brands. The cost of licensing and implementing solutions from large enterprises is prohibitively expensive, leaving few options for small to midsize businesses. While building the Urban Juve website, Thrive Activations spent more than nine months sourcing software and developing a custom solution that offers an affordable alternative without sacrificing performance. The new proprietary system for Urban Juve can be licensed and implemented for other ecommerce brands as well.

The new Urban Juve website has the same capabilities of traditional ERP systems, including seamless procurement, payment processing integration and inventory management. This allows a company to establish a highly sophisticated ecommerce operation with considerable visibility into its own data—capabilities that used to only be available to well-established organizations.

“With the new Urban Juve website, we’re essentially turning traditional Enterprise Resource Planning software on its head,” says Penny Green, CEO of Yield Growth. “In building a beautiful new Urban Juve website, we’ve invested considerable time and resources into creating a custom framework that we can license and implement for other brands—within the Yield Growth corporation and beyond.”

The new technology was designed specifically for retail companies, and supports both B2C and B2B sales. The operational capabilities include inventory and logistics management, finance and accounting, manufacturing and production management, data reporting, analytics, customer support with integrated telephony, and CRM. It also has the capability for advanced analytics—making it possible to incorporate product suggestions and site personalization—two methods that are proven to maximize sales.

Visitors can browse the now-live [Urban Juve](http://www.urbanjuve.com) website to see the new technology in action, and see the newly designed [Yield Growth](http://www.yieldgrowth.com) website to learn more about the company’s plans to disrupt the global wellness market. Visitors to the new Urban Juve website will also enjoy 20% off their order from now until Mother’s Day when they purchase Anti-Aging Serum and a Face Moisturizer with the code UJMOMS.

About The Yield Growth Corp.

The Yield Growth Corp. develops, manufactures and distributes premium cannabis- and hemp-infused products—and plans to disrupt the international wellness market by connecting ancient wisdom with modern science. The company currently has a catalogue of over 200 wellness and beauty products in development, serving mainstream luxury consumers who seek sophisticated wellness solutions. Yield Growth’s flagship consumer brand, Urban Juve, has proprietary, patent-pending hemp root oil extraction technology and formulas. The management team has deep experience with global brands including Johnson & Johnson, Procter & Gamble, M·A·C Cosmetics, Skechers, Best Buy, Aritzia, Coca-Cola and Pepsi Corporation, and is building sophisticated international distribution channels and multiple revenue 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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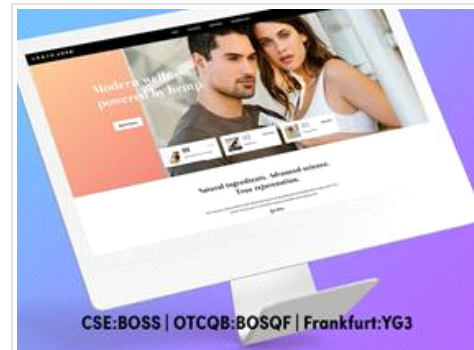
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The Canadian Securities Exchange has not reviewed, approved or disapproved the content of this news release.

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,

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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 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/a21570f1-5f2f-4fc2-a0f2-eb398740a911>