



HIGHMARK
MARKETING INC.

Suite 800, 1199 West Hastings Street, Vancouver, BC V6E 3T5

HIGHMARK MARKETING INC. ENTERS INTO AN INVESTOR RELATIONS AGREEMENT WITH MOMENTUM, A CONSULTING AGREEMENT WITH PRISTINE AND ISSUES STOCK OPTIONS

Vancouver, B.C. – (June 3rd, 2014) Highmark Marketing Inc. (the “**Company**” or “**Highmark**”) is pleased to announce that it has entered into an investor relations agreement (“**Agreement**”) with Momentum Public Relations Inc. (“**Momentum**”) for a term of 12 months commencing on June 3rd, 2014 (the “**Effective Date**”). The Agreement may be renewed or terminated by either party on thirty days written notice.

As consideration for services provided, the Company will pay Momentum a fee of \$5,000 per month. The Company will also grant Momentum, in accordance with the policies of the Canadian Securities Exchange and the Company’s Stock Option Plan, an incentive stock option to purchase 150,000 common shares in the capital of the Company. These options may be exercised for a period of 12 months commencing on the Effective Date, unless the Agreement is terminated by either party at an earlier date, at an exercise price of \$0.35 per common share.

In addition, the Company is pleased to announce it has entered into a Consulting Agreement with Pristine Capital Corp. (“**Pristine**”) that will terminate on May 30, 2015, unless renewed by the parties. The Company will pay Pristine a fee of \$5,000 per month. The Company will also grant Pristine, in accordance with the policies of the Exchange and the Company’s Stock Option Plan, an incentive stock option to purchase 250,000 common shares in the capital of the Company. These options may be exercised for a period of 12 months, commencing on the Effective Date, unless the Agreement is terminated by either party at an earlier date, at an exercise price of \$0.35 per common share.

About Momentum

Momentum is a Montreal-based, comprehensive provider of investor relations services, specializing in the resource industry. Momentum will assist Highmark by increasing public awareness of the Company by managing the Company’s corporate communications and marketing activities, and facilitating dialogue with the Company’s shareholders, finance professionals, analysts and media contacts.

About Pristine

Pristine Capital is full service financial advisory firm specializing in developing strategies to unlock shareholder value for its corporate clients.

About the Company

Highmark is a nutraceutical company, based in British Columbia, focused on bringing the health benefits of natural and herbal remedies to the market. Highmark intends to license, distribute, market and produce high growth products and product categories within the nutraceutical industry.

Further information about the Company is available under its profile on the SEDAR website www.sedar.com and on the CSE website www.thecse.ca.

For further information on Highmark, please contact:

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The CSE has not reviewed, nor approved or disapproved the content of this press release.

Forward-Looking Information:

This press release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business of Highmark. Forward-looking information is based on certain key expectations and assumptions made by the management of Highmark, including Highmark's future plans. Although Highmark believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because Highmark can give no assurance that they will prove to be correct. Forward-looking statements contained in this press release are made as of the date of this press release. Highmark disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.