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HIGHMARK
MARKETING

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HIGHMARK MARKETING INC. CLOSES FIRST TRANCHE OF NON-BROKERED PRIVATE PLACEMENT

Vancouver, B.C. – (July 9, 2014) Highmark Marketing Inc. (“**Highmark**”) (CSE:HMK) is pleased to announce that it has completed the first tranche of a non-brokered private placement by issuing 999,607 units at a price of \$0.35 per unit for gross proceeds of \$349,862.45. The private placement, which was announced on June 9, has a total offering of up to 1.5 million units which are available at a price of \$0.35 per unit. Each unit consists of one common share and one full share purchase warrant. Each warrant is non-transferable and is exercisable into one common share for a period of 12 months from the date of issuance at a price of \$0.60 per share. The common share and full share purchase warrant are each subject to a hold period expiring on November 8, 2014.

Highmark also announces that, pursuant to the terms and conditions of a non-brokered private placement agreement entered into between Highmark and Wolverton Securities Ltd. (“**Wolverton**”), and a referral fee agreement entered into between Highmark and Mackie Research Capital Corporation (“**Mackie**”), Highmark has paid an aggregate cash commission of \$32,086.25 to the agents, representing 10 per cent of the gross proceeds received from subscribers introduced to Highmark by the agents. In addition, Highmark has issued an aggregate of 91,675 non-transferable warrants to the agents, representing 10 per cent of the number of units sold to subscribers introduced to Highmark by the agents. Each agent's warrant entitles the holder to purchase one share of Highmark at an exercise price of \$0.60 until July 7, 2015. The agents' warrants will also be subject to a hold period ending on November 8, 2014. Net proceeds of the first tranche of the private placement will be used for working capital.

About Highmark

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 acquire, license, distribute, and market products in the nutraceutical industry.

Further information about Highmark is available under its profile on the SEDAR website www.sedar.com and on Highmark's page on the CSE website.

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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 future plans for acquisitions. 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.

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities described herein in the United States. The securities described herein have not been and will not be registered under the *United States Securities Act of 1933*, as amended, or any applicable securities laws or any state of the United States and may not be offered or sold in the United States or to the account or benefit of a person in the United States absent an exemption from the registration requirements.