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**HIGHMARK APPOINTS DMYTRO P. YEVTUSHENKO, PHD. AS SCIENTIFIC ADVISOR**

VANCOUVER, CANADA--(Marketwired - July 22, 2014) - Highmark Marketing Inc. (CSE:HMK) ("Highmark") is pleased to announce that it has appointed Dmytro P. Yevtushenko, Ph.D., as Scientific Advisor.

Dr. Dmytro P. Yevtushenko is an accomplished scientist in the area of plant biology and biotechnology. He holds a Ph.D. in Cell Biology from the Institute of Cell Biology & Genetic Engineering and a M.Sc. in Plant Physiology and Biochemistry (with Distinction) from Kiev State University, Ukraine. Dr. Yevtushenko's research has focused on crop improvement and food safety using modern techniques of molecular biology, genetic engineering, and plant tissue culture. In addition, he has a comprehensive knowledge and interest in metabolic bioengineering, secondary metabolite pathways, gene regulation, and bioinformatics.

In Dr. Yevtushenko's past position as Director of Research & Development at Provitro Biosciences LLC, a plant biotechnology company in Mount Vernon, WA, USA, he worked on the development and implementation of innovative research programs in plant cell and tissue culture. He previously worked as a Research Associate in the Centre for Forest Biology and Senior Scientist at SynGene Biotek Inc., Department of Biochemistry & Microbiology at the University of Victoria, British Columbia, Canada.

Dr. Yevtushenko is the author of over 50 publications, including research articles published in peer-reviewed scientific journals. He has presented major research achievements at numerous scientific conferences, symposia, and meetings. He holds two patents, which are on methods to increase plant yield.

As Scientific Advisor, Dr. Yevtushenko has agreed to provide Highmark with "industry intelligence" and updates, and to work closely with management to develop business strategies that take advantage current and future market opportunities.

According to Health Canada, a licensed producer of marijuana must have an employee designated as a quality assurance person who is responsible for assuring the quality of dried marijuana. Highmark is not a licensed producer of marijuana, but it announced in a news release dated June 24, 2014, that it had entered into a binding letter of intent with BCBUD Producers Inc. ("BCBUD") to acquire 100% of the authorized share capital of BCBUD. BCBUD has an option to lease a 27,000 square foot building in the Township of Langley, British Columbia. The property is zoned M-2, and when the facility is operational it could be capable of

producing up to 2,000,000 grams (4409 pounds) of medical marijuana per year with the additional possibility of expansion adjacent to the site. BCBUD has prepared an application to become a licensed producer. It is not known if and when BCBUD will obtain the requisite license. The key milestones to obtaining the license include filing an application, receiving a "Ready to Build" notice, completion of the upgrades as per the application, approval to produce upon inspection of the facility, and finally approval to distribute the product to patients. If Highmark does become a licensed producer of marijuana, Dr. Yevtushenko will assist Highmark with fulfilling its quality assurance requirements under the MMPR program.

In addition, and more specifically, the Scientific Advisor has agreed to make his knowledge and expertise available to advising Highmark regarding research and development on marijuana and marijuana strains, as well as advising on research and development methods with the view to improving yield. Any research and development concerning marijuana may be subject to necessary governmental approval.

As consideration for services provided, Highmark will grant Dr. Yevtushenko, in accordance with the company's stock option plan, an incentive stock option to purchase 50,000 common shares in the capital of Highmark.

Highmark looks forward to working with Dr. Yevtushenko and learning from his expertise to further Highmark's business in the medical marijuana sector.

### **July 9, 2014 News Release**

Highmark would also like to revise the news release dated July 9, 2014, which announced the close of the first tranche of a non-brokered private placement. Finders were inadvertently described as agents. All other content of that news release remains unchanged.

### **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 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](http://www.sedar.com) and on the CSE website <http://thecse.ca/CNSX/Securities/Life-Sciences/Highmark-Marketing-Inc.aspx>

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 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.