



HIGHMARK MARKETING

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HIGHMARK RECEIVES RESEARCH PLAN FROM DR. YEVTUSHENKO OF MJ BIOSCIENCE

VANCOUVER, CANADA - (Marketwired – September 22, 2014) - **Highmark Marketing Inc.** (CSE:HMK) (Frankfurt:1HM) (OTCPK: HMKTF) ("**Highmark**") is pleased to announce that its cannabis R&D division, now named MJ Bioscience, has received a research plan from Dr. Yevtushenko, PhD.

Dr. Yevtushenko's research plan will focus on the development of technology platforms for large-scale clonal propagation of cannabis plants and innovative breeding techniques. In addition, the research will cover improved extraction/delivery methods for cannabinoids.

The three areas of the research to be spearheaded by Dr. Yevtushenko include:

- I. Development of a technology platform for large-scale propagation of commercially valuable cannabis varieties through innovative tissue culture techniques.

Deliverables:

- A technology platform for the highly efficient large-scale multiplication of cannabis plants *in vitro*, which the company can use itself or it can license to a third party.
- II. Development of an innovative breeding platform for the production of new plant varieties with higher cannabinoids yield and desired trait combination.

Deliverables:

- A list of commercially promising medical cannabis strains with verified levels of cannabinoids;
- A technology platform for the production of new plant varieties with higher cannabinoids yield and desired trait combination.

- III. Development of new methods for the efficient extraction and delivery of cannabinoids.

Deliverables:

- A list of promising extraction methods with a description of their major advantages/disadvantages;
- Improved methods for the simple, safe and efficient extraction of cannabinoids and other physiologically active chemicals from cannabis plants.

MJ Bioscience has advised Highmark that it will be able to submit a platform for large-scale propagation of commercially valuable cannabis varieties through innovative tissue culture

techniques sometime over the next several weeks. The MJ Bioscience website is located at mjbioscience.com

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.