



HIGHMARK MARKETING INC

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HIGHMARK ANNOUNCES ENTERING INTO AND CLOSING OF MOBIWEED ASSET PURCHASE AGREEMENT AND ISSUANCE OF SHARES

VANCOUVER, CANADA - (Marketwired – October 15, 2014) - **Highmark Marketing Inc.** (CSE:HMK) (Frankfurt:1HM) (OTCPK: HMKTF) ("**Highmark**") is pleased to announce that it has entered into and closed a definitive asset purchase agreement dated October 15, 2014 (the "**Agreement**") with Intelliserve Software Inc. ("**Intelliserve**") to acquire MobiWeed, an online website, and related assets ("**MobiWeed**"). The Agreement replaces the Letter of Intent between the parties dated June 9, 2014.

MobiWeed hosts marijuana mapping software and related educational content, enabling visitors to search the location and details of marijuana dispensaries and pharmacies in North America. On MobiWeed, dispensaries and pharmacies can create and update their own profiles, enabling them to educate site visitors about their products. MobiWeed also delivers industry news and commentary.

The MobiWeed purchase price is \$35,000 and the issuance of 250,000 common shares of Highmark.

Intelliserve is also eligible for a performance bonus if, within six months of the closing date of the Agreement, the MobiWeed website lists 1,000 dispensaries, with at least 50 Canadian and 50 U.S. dispensaries having complete profiles on the website. Additionally, at least 20,000 individuals must have requested pages from the MobiWeed Website, regardless of how often each individual visits the MobiWeed website. If the performance bonus requirements are met within six months of the Agreement closing date, Highmark will issue Intelliserve 250,000 common shares.

Highmark believes that Mobiweed has the potential to become the leading go-to mapping resource, featuring marijuana education, and information for new and existing users.

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.