



HIGHMARK MARKETING

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HIGHMARK MARKETING ANNOUNCES THAT TRADES ARE TAKING PLACE ON THE CSE ON A SPLIT BASIS

VANCOUVER, CANADA - (Marketwired – November 27, 2014) - **Highmark Marketing Inc.** (CSE:HMK) (Frankfurt:1HM) (OTCPK: HMKTF) ("**Highmark Marketing**") announces that effective as of market open today, all trades on the Canadian Securities Exchange (the "**CSE**") are taking place on split basis. Highmark Marketing announced on November 26, 2014 its intention to complete a four-for-one forward stock split (the "**Forward Split**") with a record date of December 1, 2014 (the "**Record Date**"). The CSE issued a bulletin announcing that Highmark Marketing's common shares would commence trading on a split basis at market open on November 27, 2014.

As trades can take three trading days to settle, the CSE requires that Highmark Marketing commence trading its common shares on the CSE on a split basis two trading days prior to the Record Date. As the record date for the Forward Split is December 1, 2014, all trades on the CSE are now taking place on a split basis.

Highmark Marketing intends to effect the Forward Split utilizing the "Push Out Method" whereby shareholders keep their current share certificates and the shareholders of record as of the close of business on the Record Date are provided with three additional common shares of Highmark Marketing. Following the Forward Split, each shareholder of Highmark Marketing as of the Record Date of December 1, 2014 will hold four common shares for every one common share held on the Record Date. Highmark Marketing anticipates that the additional common shares will be issued to shareholders on or about December 4, 2014 (the "**Delivery Date**").

Highmark Marketing currently has 13,868,607 issued and outstanding common shares and upon completion of the Forward Split will have 55,474,428 issued and outstanding common shares. The additional shares will be issued in Direct Registration System (**DRS**). DRS is an electronic form of share registration in "book-entry" form. Highmark Marketing's transfer agent will issue a "DRS Advice" to each holder confirming the additional shares issued and registered electronically in DRS. On the Delivery Date, the DRS Advices will be mailed to shareholders of Highmark Marketing on the Record Date. All incentive stock options and warrants issued by Highmark Marketing which have not been exercised by the Record Date will be adjusted to take into account the Forward Split.

About Highmark Marketing

Highmark Marketing is a nutraceutical company, based in British Columbia, focused on bringing the health benefits of natural and herbal remedies to the market. Highmark Marketing intends to acquire, license, distribute, and market products in the nutraceutical industry.

Further information about Highmark Marketing is available under its profile on the SEDAR website www.sedar.com and on Highmark Marketing's page on the CSE website. For further information on Highmark Marketing, 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 Marketing. Forward-looking information is based on certain key expectations and assumptions made by the management of Highmark Marketing, including future plans for acquisitions. Although Highmark Marketing 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 Marketing 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 Marketing 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.