

NOT FOR DISTRIBUTION TO U.S. NEWSWIRE SERVICES OR FOR DISSEMINATION  
IN THE UNITED STATES.



**HIGHMARK**  
MARKETING INC

Suite 800 – 1199 West Hastings Street, Vancouver V6E 3T5

**HIGHMARK MARKETING INC. ANNOUNCES COURT AND SHAREHOLDER APPROVAL  
FOR PLAN OF ARRANGEMENT WITH MJ BIOSCEINCE CORP. AND HIGHMARK  
TECHNOLOGIES CORP.**

**Vancouver, B.C. – (January 20, 2015)** Highmark Marketing Inc. (“**Highmark Marketing**”) is pleased to announce that the statutory plan of arrangement entered into on October 16, 2014 with Highmark Technologies Corp. (“**Highmark Technologies**”) and MJ Bioscience Corp. (“**MJ Bioscience**”) (the “**Arrangement**”) received approval from Highmark Marketing shareholders on January 15, 2015 and approval from the Supreme Court of British Columbia on January 19, 2015, in accordance with Part 9 of the *Business Corporations Act* (British Columbia). Highmark Marketing intends to close the Arrangement on January 28, 2015.

Upon the closing of the Arrangement, Highmark Marketing will reorganize its business by completing a spin-off of certain assets by distributing all the shares in MJ Bioscience and Highmark Technologies to its shareholders as a return of paid in capital. MJ Bioscience will receive all of Highmark Marketing’s cannabis research assets, while Highmark Technologies will receive Highmark Marketing’s Mobiweed platform.

Upon completing the Arrangement both MJ Bioscience and Highmark Technologies will each seek a listing upon the Canadian Securities Exchange, subject to meeting listing requirements.

**About Highmark Marketing**

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](http://www.sedar.com) and on Highmark’s page on the CSE website.

For further information on Highmark, please contact:

**Marc Branson**

Chief Executive Officer  
Highmark Marketing Inc.  
Telephone: 604.283.1722  
Email: [info@highmarkcorp.ca](mailto:info@highmarkcorp.ca)

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.