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HIGHMARK
MARKETING

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HIGHMARK ENTERS INTO NON-BINDING LETTER OF INTENT AND ANNOUNCES NON-BROKERED PRIVATE PLACEMENT

VANCOUVER, CANADA--(Marketwired – September 1, 2015) - Highmark Marketing Inc. (CSE:HMK), (OTCBB:HMKTF), (Frankfurt: 1HM) ("**Highmark**") is pleased to announce that it has entered into a non-binding letter of intent ("**LOI**") with Blue Moon Advertising Inc. ("**Blue Moon**") for the sale of BCBud Producers Inc. ("**BCBud**") in which Highmark will cancel 9,000,000 previously issued shares to Blue Moon, and maintain a 10% interest in BCBud and its Marihuana for Medical Purposes Regulations ("**MMPR**") application.

Highmark has approved a private placement to offer up to 4,000,000 units at a price of \$0.05 per unit for gross proceeds of up to \$200,000. Each unit consists of one common share and one full share purchase warrant. Each warrant is exercisable into one common share for a period of 12 months from the date of issuance at a price of \$0.06 per share. Highmark may pay a cash commission to certain agents equal to 10% of the gross proceeds raised and may also issue agents' warrants that will entitle the holder thereof to purchase that number of common shares that is equal to 10% of the number of units issued under the private placement for a period of 12 months from issuance at an exercise price of \$0.06 per common share.

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 and on the CSE website <http://thecse.ca/CNSX/Securities/Life-Sciences/Highmark-Marketing-Inc.aspx>

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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.