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## **HIGHMARK FINALIZES TERM SHEET FOR WATER SERVICES BUSINESS**

VANCOUVER, CANADA--(October 29, 2015) - Highmark Marketing Inc. (CSE:HMK), (OTCBB:HMKTF), (Frankfurt: 1HM) ("**Highmark**") is pleased to announce that it has finalized terms which will form the basis of its joint venture for the development of water rights announced on [August 12, 2015](#). The joint venture is seeking to provide water and related services to oil and gas companies at drilling facilities in the Jiminez District in Mexico. The proposed business is to sell water directly to oil and gas companies for use as in fracking fluid, and provide further ancillary services, including water delivery, on site storage, cleaning, disposal, and further transportation.

Highmark has agreed to a term sheet with Tadhams S.A. de C.V., an entity which has access to water resources in the Jiminez District. Tadhams has secured the right to 1,000,000 gallons of water per day from regional aquifer systems and recently entered into a letter of intent for the provision of an additional 800,000 gallons per day. Tadhams has agreed to provide Highmark distribution rights to its water resources for fracking purposes. In return, Highmark will market and develop a business of water supply and ancillary water cycle services associated with oil and gas extraction. Highmark will receive full water distribution rights in exchange for providing Tadhams 40% of any profits generated under the water distribution business.

### **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. Highmark recently began developing a water distribution business in Mexico. Highmark continues to target strategic acquisitions of high growth companies in emerging industries.

Further information about Highmark is available under its profile on the SEDAR website [www.sedar.com](http://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.