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**HIGHMARK**  
MARKETING

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## HIGHMARK EXECUTES DEFINITIVE AGREEMENT TO PURCHASE LIGHTNING INDUSTRIES

VANCOUVER, CANADA--(Marketwired – February 1, 2016) - Highmark Marketing Inc. (CSE:HMK), (OTCBB:HMKTF), (Frankfurt: 1HM) ("**Highmark**") is pleased to announce that it has entered into a definitive share exchange agreement ("**Agreement**") with Lightning Industries Inc. ("**Lightning**") to acquire 100% of Lightning's authorized share Capital. Lightning is wholly owned by Domenari Capital, LLC ("**Domenari**").

### About Lightning

Lightning was incorporated in 2002 for the purpose of manufacturing specialty products to enhance efficiency and increase the production of oil and gas wells. Since then, the Company has become a regional leader in oil field products as well as custom fabrication for other industries, including uranium processing plants. Lightning's management team has over 28 years' experience in gas well surface equipment, pneumatics, and electronic safety shutdown systems. Lightning products provide dependability, cost efficiency and quality control. Lightning is capable of meeting the advanced technical requirements for a wide range of industries. Further information on Lightning and its products is available at [www.lightningind.com](http://www.lightningind.com)

### Key Terms of the Agreement

The Agreement to acquire Lightning contains the following key terms:

- Highmark will issue 40,000,000 common shares to Domenari for the acquisition of Lightning (the "**Purchase Shares**");
- Highmark will issue a bonus of 2,000,000 common shares to Domenari if Lightning records a profit for a single fiscal year, in either the first or second full fiscal year starting January 1, 2015;
- Highmark will issue a second bonus of 2,000,000 common shares to Domenari if Lightning records \$3,000,000 in revenues in the first, second or third full fiscal year immediately following the Effective Date; and
- upon closing, Highmark will cause the board of directors to be Marc Branson, Donald Rainwater, David Taylor and the officers to be Donald Rainwater (President & CEO), Marc Branson (VP of Corporate Development) and a CFO who will be jointly nominated at a later date.

The Purchase Shares will be subject to a stock restriction agreement which will contain the following vesting schedule:

<b>Vesting Date</b>	<b>Proportion of Vested Shares</b>
On the closing date of the Agreement (the “ <b>Effective Date</b> ”)	10% of the Purchase Shares
6 months after the Effective Date	15% of the Purchase Shares
12 months after the Effective Date	15% of the Purchase Shares
18 months after the Effective Date	15% of the Purchase Shares
24 months after the Effective Date	15% of the Purchase Shares
30 months after the Effective Date	15% of the Purchase Shares
36 months after the Effective Date	The remainder of the Purchase Shares

### **Select Financial Information about Lightning**

Highmark’s management is relying expressly on the information provided it by Lightning in the following discussion, and should be considered as such. For the nine months ended September 30, 2015 lightning had gross sales of **\$1,569,269.00 USD**, gross profit of **\$697,880USD**, and a net income of **\$150,465 USD**.

### **Private Placement**

Highmark Marketing has also approved a private placement to offer up to **5,000,000 units** at a price of **\$0.05 per unit** for gross proceeds of up to **\$250,000**. Each unit consists of one common share and one full share purchase warrant. Each warrant will be exercisable into one common share for a period of **36 months** from the date of issuance at a price of **\$0.075** per share. The common shares and warrants comprising the units will be subject to a four month and one day hold period in accordance with the policies of the Canadian Securities Exchange (the “**CSE**”) and applicable securities regulation.

Highmark Marketing may pay a cash commission to certain finders equal to **10%** of the gross proceeds raised and may issue to the finders that number of finders’ 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 **36 months** from issuance at an exercise price of **\$0.075** per common share.

The funds are intended to be allocated towards associated costs of closing the proposed transaction with lightning, further developing Tadam Energy (JV partnership in Mexico), and general working capital.

### **Trading Halt**

In connection with the Lightning acquisition, the shares of Highmark have been halted from trading and management expects they will do so until such time that there is sufficient information in the public domain for current shareholders, potential investors, and other related

stakeholders to adequately review the merits and the validity of the transaction. Highmark's management is currently preparing an Information Circular that will address this disclosure and anticipate that upon filing this document on Sedar the company should, within a reasonable time frame, resume trading.

Completion of the Lightning acquisition is subject to a number of conditions, including CSE acceptance and shareholder approval. The transaction cannot close until the required shareholder approval is obtained. There can be no assurance that the transaction will be completed as proposed or at all.

Investors are cautioned that, except as disclosed in the management Information Circular to be prepared in connection with the Lightning acquisition, any information released or received with respect to the acquisition of Lightning may not be accurate or complete and should not be relied upon. Trading in the securities of Highmark should be considered highly speculative.

The CSE has in no way passed upon the merits of the proposed acquisition of Lightning and has neither approved nor disapproved the contents of this press release.

### **About Highmark**

Highmark is a marketing company, based in British Columbia, focused on bringing the health benefits of natural and herbal remedies to the market. Highmark recently began expanding the scope of its business by developing a service and sales company within Mexico through its JV partner Tadam Energy.

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>

For further information on Highmark, please contact:

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### **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.