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HIGHMARK RECEIVES SMART BREEDING PLATFORM DESIGN

VANCOUVER, CANADA - (Marketwired – December 10, 2014) - **Highmark Marketing Inc.** (CSE:HMK) (Frankfurt:1HM) (OTCPK: HMKTF) ("**Highmark**") is pleased to announce that MJ Bioscience Corp. ("**MJ Bioscience**") has received its second platform design from Dr. Yevtushenko, PhD. MJ Bioscience is a wholly-owned subsidiary of Highmark.

The innovative platform design is concerned with the production of new plant varieties with higher cannabinoid yield and desired trait combinations (the "**Platform Design**"). MJ Bioscience is conducting research and development on cannabis propagation strategies, strains and extraction methods.

The Platform Design has been developed for the exclusive use of MJ Bioscience. There are numerous products on the market which claim to be different strains of medical marijuana. However, it is very difficult to authenticate whether they are indeed different strains with genetically determined cannabinoid levels, or simply variations of the same strain. Many strains of medical cannabis strains appear to have been developed by growers who have little or no scientific background. As a result, independent scientific analysis is required before they can be subject to commercial propagation.

MJ Bioscience proposes to utilize Dr. Yevtushenko's knowledge and experience to allow it to develop innovative breeding techniques for production of new plant varieties with higher cannabinoid yield and desired trait combinations. This "smart breeding" will include the use of molecular markers, genome mapping and sequencing. MJ Bioscience expects that the results of this work will be to accelerate the development of new cannabis strains with elevated cannabinoid content.

Further information about MJ Bioscience is available at mjbioscience.com

About Highmark

Highmark, based in British Columbia, is a nutraceutical company, with a specific focus on the medical marijuana industry. Highmark has three primary divisions: a growing division, the MJ Bioscience R&D division and the Mobiweed technology division. Through these three divisions, Highmark intends to provide its shareholders with exposure to many opportunities in the growing medical marijuana markets.

Further information about Highmark is available under its profile on the SEDAR website www.sedar.com and on Highmark's page on the CSE website.

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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.

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