

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



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

**HIGHMARK AMENDS AND CHANGES RECORD DATE OF ARRANGEMENT AGREEMENT
WITH MJ BIOSCIENCE AND HIGHMARK TECHNOLOGIES**

VANCOUVER, CANADA - (Marketwired – December 11, 2014) - **Highmark Marketing Inc.** (CSE:HMK) ("**Highmark**") wishes to announce that it has entered into an amendment agreement dated December 8, 2014 with Highmark Technologies Corp. and MJ Bioscience Corp. (the "**Amendment**") to amend the arrangement agreement and plan of arrangement entered into with the same parties dated October 16, 2014 (the "**Arrangement**"). Highmark also announces that it has changed the record date for those entitled to vote at the shareholder meeting to approve the Arrangement from December 1, 2014 to December 5, 2014.

Arrangement Amendment

On December 1, 2014, Highmark gave effect to a four-for-one forward split of its issued and outstanding common shares. The Arrangement was drafted on a pre-forward split basis, while the record date of the arrangement was determined to be January 12, 2015, a post-forward split date. As a result, share distributions at the closing of the Arrangement would be calculated on a post-forward split basis, contrary to the intentions of the parties. The Amendment has changed the terms in the Arrangement so that the shares to be distributed under the Arrangement will be calculated as originally intended, on a pre-forward split basis.

Pursuant to the Amendment, Highmark's shareholders will receive the following for every four shares held in Highmark on January 12, 2015:

- one share of Highmark Technologies Corp.; and
- one share of MJ Bioscience.

Shareholder Meeting Record Date

The record date to determine the shareholders eligible to vote at the shareholder meeting to approve the Arrangement was previously announced by press release as December 1, 2014. Highmark has changed the shareholder meeting record date to December 5, 2014 to accommodate for the forward split taking place on December 1, 2014. The shareholder meeting date will remain as January 15, 2015 and the record date for those entitled to receive shares pursuant to the Arrangement will remain January 12, 2015.

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.

For further information on Highmark, please contact:

Marc Branson
Chief Executive Officer
Highmark Marketing Inc.
Telephone: 604.630.8760
Email: info@highmarkcorp.ca
Website: www.highmarkcorp.ca

The CSE has not reviewed, 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.