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**HIGHMARK MARKETING INC. ANNOUNCES RECENTLY SPUN-OFF COMPANY
HIGHMARK TECHNOLOGIES CORP. ENTERS INTO AGREEMENT WITH
HERBALIST ENTERPRISES INC.**

April 28, 2015 – Vancouver, British Columbia – Highmark Marketing Inc. (CSE:HMK) (“**Highmark Marketing**”) and Highmark Technologies Corp. (“**Highmark Technologies**”) are pleased to announce that Highmark Technologies has entered into an Agreement (the “**Agreement**”) with Herbalist Enterprises Inc. (“**Herbalist**”) to acquire 100% of the authorized share capital from the shareholders of Herbalist (the “**Shareholders**”).

On January 28, 2015, Highmark Marketing completed a spin-off of Highmark Technologies by way of a plan of arrangement. Pursuant to the arrangement, Highmark Marketing transferred all its intellectual property relating to cannabis research to Highmark Technologies, and Highmark Technologies issued Highmark Marketing 13,965,857 common shares of its capital stock which was immediately distributed to the shareholders of Highmark Marketing as of the record date of January 12, 2015. The shareholders of Highmark Marketing received 1 Highmark Technologies share for every 4 Highmark Marketing shares held as of the record date. Following completion of the arrangement, Highmark Technologies became a reporting issuer in Alberta, British Columbia and Ontario.

Proposed Transaction

The Agreement contains the following key terms:

- Highmark Technologies will issue 14,000,000 common shares to the Shareholders for the acquisition of Herbalist (the “**Purchase Shares**”);
- Herbalist will pay Highmark Marketing a finder’s fee in connection with the transaction and settle an outstanding debt of \$25,000;
- Herbalist will nominate and Highmark Technologies will appoint at least three individuals as directors to Highmark Technologies’ board;
- Highmark Technologies will change its name to more closely reflect the business of Herbalist; and
- Herbalist and Highmark Technologies will negotiate, execute and complete a long form agreement concerning the terms to the Agreement.

Following closing of the Agreement there will be approximately 33,315,857 shares issued and outstanding in the capital of Highmark Technologies. The Purchase Shares will be subject to a stock restriction agreement which will contain the following vesting schedule:

Vesting Date	Proportion of Vested Shares
On the closing date of the Agreement (the “ Effective Date ”)	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

The completion of the transaction will be subject to the satisfaction of certain conditions prior to closing, including the following:

- Satisfactory due diligence by Highmark Technologies and Herbalist; and
- Highmark Technologies completing a private placement financing (the “**Financing**”).

Financing

As terms to the Financing, Highmark Technologies will conduct a non-brokered private placement to of up to **5,000,000 units** at a price of **\$0.10** per unit for total proceeds of up to **\$500,000**. Each unit will consist of one common share of Highmark Technologies and one full share purchase warrant. Each warrant is exercisable into one additional Highmark Technologies common share for a period of 24 months from the date of issuance at a price of \$0.15.

Proceeds of the Private Placement will be used to complete the website and related software being developed by Herbalist, to test and market the website and related software, and for general working capital purposes.

About Herbalist Enterprises Inc.

Herbalist is a private Canadian company that is developing a proprietary marketing platform that engages medical marijuana consumers to explore, select and purchase their medicine from licensed producers. Herbalist is a web based application that will be useful for consumers as well as licensed producers and other professional service providers to the industry.

Medical marijuana consumers in Canada may visit www.herbalist.io on their desktop, tablet or smartphone. Once fully developed, Herbalist will provide access a live database showing different medical marijuana strains available for sale from licensed producers across Canada. Consumers will be able to search and compare products, access reviews, and determine what strain suits their condition. Herbalist will also allow consumers to place an order and track the delivery.

For doctors, the Herbalist platform will provide a tele health portal to manage and upload patient forms, schedule appointments and privately communicate with patients. For licensed

producers, the platform will allow them to upload forms, accept registrations and manage patient profiles and their products.

About Highmark Technologies Corp.

Highmark Technologies is an information technology company primarily focused on the development of its MobiWeed business, a medical marijuana dispensary mapping website. Highmark Technologies seeks to develop MobiWeed to become an educational resource where medical marijuana patients can ensure their prescriptions are appropriate for their conditions; this includes having the right potency and consistency to optimize treatments and limit health risks. Highmark Technologies is also focused on identifying and acquiring related businesses and assets.

For further information, 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 Marketing and Highmark Technologies. Forward-looking information is based on certain key expectations and assumptions made by the management of Highmark Marketing and Highmark Technologies, including future plans for acquisitions. Although Highmark Marketing and Highmark Technologies believe 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 Marketing and Highmark Technologies 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 Marketing and Highmark Technologies 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.