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**HIGHMARK**  
MARKETING

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### **CORPORATE UPDATE**

VANCOUVER, CANADA--(September 15, 2015) - Highmark Marketing Inc. (CSE:HMK), (OTCBB:HMKTF), (Frankfurt: 1HM) ("**Highmark**") would like to provide further information regarding the business of its pending Joint Venture with Mr. Donald Rainwater (see press release dated August 12, 2015). The Joint Venture will target acquiring, marketing and facilitating the use of water rights within the Jiminez District of Mexico for use by energy companies in the exploitation of oil and gas in the region.

Highmark is pleased to report that Mr. Rainwater has currently secured 1,000,000 gallons of water per day in the Municipality of Jimenez Coahuila and is currently negotiating terms for an additional 2,000,000 gallons per day. The parties to the Joint Venture foresee a business opportunity to use the water in the process of fracking in the extraction of oil and gas.

The term "fracking" refers to the procedure of hydraulic fracturing of rocks and rock formations by injecting fracking fluid – which is mainly composed of water – at a high pressure into cracks to create wider openings in the rock. The creation of larger fissures allows more oil and gas to flow out of the formation and into the wellbore, from where it can be extracted. There has been a rapid growth over the past decade in the use of fracking techniques in oil and gas extraction, and as a result, a market has grown for water used in fracking fluid. The water rights Mr. Rainwater intends on securing will permit the Joint Venture to supply numerous drilling programs the water for fracking fluid.

Fracking water typically sells for around USD\$0.03 per gallon and depending on various factors of a well, such as size, rock formation or number of fractures, millions of gallons of water can be required for each fracking operation. In the Jiminez District region, the Mexican government has placed eight blocks for tender, and has a projected recovery of 140 million barrels of oil equivalent. Development of the blocks in this region could translate into significant revenues for the supply of water. In addition to this market, the parties to the Joint Venture are interested in pursuing ancillary services throughout the fracking water use cycle which can generate significant revenues from well operators. These ancillary services include water delivery, on site storage, cleaning, disposal, and further transportation.

The Joint Venture initiative with Mr. Rainwater is strategically complimentary to the business of Lightning Industries, Inc., which Highmark has entered into a non-binding letter of intent to acquire (see press release dated September 3, 2015). Lightning Industries currently produces many components used in the initial water fracking cycle and downstream use in oil and gas

extraction. The projected oil extraction plans for the Jiminez District provide an opportunity to establish an international customer base for the business of Lightning Industries.

## **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 also targets 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.

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