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HIGHMARK
MARKETING

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HIGHMARK CLOSES FIRST TRANCHE OF PRIVATE PLACEMENT

VANCOUVER, CANADA--(March 7, 2016) - Highmark Marketing Inc. (CSE:HMK), (OTCBB:HMKTf), (Frankfurt: 1HM) ("**Highmark**") announces that it has closed the first tranche of a private placement of 700,000 units at a price of \$0.05 per unit for gross proceeds of \$35,000 (the "**Private Placement**"). Each unit consists of one common share and one full share purchase warrant. Each warrant is 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.

In connection with the Private Placement, Highmark paid a cash commission of \$2,500 to a finder equal to 10% of the gross proceeds raised, and issued 50,000 finder's warrants that entitles the holder thereof to purchase 50,000 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 will be allocated towards costs associated with acquiring Lightning Industries Inc., further developing the Tadhams Energy joint venture partnership, and general working capital.

About Highmark

Highmark is a marketing company based in British Columbia. Highmark recently began expanding the scope of its business to focus on the development and marketing of a water distribution business in Mexico. Highmark continues to target 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 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.

As of the date of this press release, no material fact or material change about Highmark has not been generally disclosed.

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.