

**Highmark Marketing Inc.**  
#800 – 1199 West Hastings Street  
Vancouver, BC V6E 3T5

**NOTICE**

NOTICE IS HEREBY GIVEN THAT the annual general meeting (the "**Meeting**") of the holders of common shares (the "**Shareholders**") of Highmark Marketing Inc. (the "**Company**") will be held at the offices of Bacchus Law Corporation, located at Suite 1820, 925 West Georgia Street, Vancouver, British Columbia V6C 3L2, on May 20, 2016 at 11:00 a.m. (Vancouver time), for the following purposes:

1. to receive the audited financial statements of the Company for the fiscal year ended March 31, 2015, together with the auditor's report thereon;
2. to re-appoint Charlton & Company as the auditors of the Company for the current fiscal year and to authorize the board of directors of the Company to fix the auditor's remuneration;
3. to set the number of directors of the Company at three (3);
4. to elect directors for the ensuing year;
5. to consider and if thought advisable, to approve the Company's acquisition of Lightning Industries Inc.; and
6. to transact such other business as may properly come before the Meeting or any postponement or adjournment thereof.

The accompanying Information Circular provides additional information relating to the matters to be dealt with at the Meeting and is supplemental to, and expressly made a part of, this Notice of Meeting.

The board of directors of the Company have fixed April 15, 2016 as the record date for the determination of Shareholders entitled to receive notice of and to vote at the Meeting and at any adjournment or postponement thereof. Each registered shareholder at the close of business on that date is entitled to such receive notice and to vote at the Meeting in the circumstances set out in the accompanying Information Circular.

If you are a registered shareholder of the Company and unable to attend the Meeting in person, please complete, date and sign the accompanying form of proxy and deposit it with the Company's transfer agent, Computershare Investor Services, 3rd Floor, 510 Burrard Street, Vancouver, BC V6C 3B9, no later than 11:00 a.m. on May 18, 2016, or at least 48 hours (excluding Saturdays, Sundays and holidays recognized in the Province of British Columbia) before the time and date of any adjournment or postponement of the Meeting.

If you are a non-registered shareholder of the Company and received this Notice of Meeting and accompanying materials through a broker, a financial institution, a participant, a trustee or administrator of a self-administered retirement savings plan, retirement income fund, education savings plan or other similar self-administered savings or investment plan registered under the *Income Tax Act* (Canada), or a nominee of any of the foregoing that holds your securities on your behalf (the "**Intermediary**"), please complete and return the materials in accordance with the instructions provided to you by your Intermediary.

Dated at Vancouver, British Columbia, on April 21, 2016.

BY ORDER OF THE BOARD OF DIRECTORS

*"Marc Branson"*  
Marc Branson  
CEO and Director