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HIGHMARK MARKETING INC. ACQUIRES LIGHTNING INDUSTRIES, INC.

VANCOUVER, CANADA--(June 1, 2016) – Highmark Marketing Inc. (CSE:HMK) (the “**Company**”) is pleased to announce it has closed the share exchange agreement entered into on February 1, 2016 with Lightning Industries, Inc. and Domenari Capital LLC (the “**Agreement**”), whereby the Company acquired Lightning Industries.

Share Exchange

As consideration for 100% of the share capital of Lightning Industries, the Company has issued 40,000,000 common shares (the “**Purchase Shares**”) to various recipients. The recipients of the Purchase Shares are entitled to 2,000,000 common shares of the Company if Lightning Industries records a profit for one fiscal year, and 2,000,000 common shares in the Company if Lightning Industries records \$3,000,000 in revenues in any of the next three fiscal years (the “**Bonus Shares**”). Any Purchase Shares and Bonus Shares issued by the Company are subject to a stock restriction agreement with a 36 month vesting schedule.

Changes to Management and the Board

Upon closing of the Agreement, Marc Branson resigned from his position as Chief Executive Officer and President and was replaced in these roles by Donald Rainwater. Mr. Rainwater is the current CEO of Lightning Industries, Inc. and brings the Company many years of experience with international telecommunication and construction companies, as well as a business network in the oil and gas industry. Mr. Branson will remain with the Company in a role as VP Corporate Development.

Mr. Rainwater has also been appointed to the Company’s Board of Directors. The board now consists of four members: Marc Branson, David Taylor, Kevin Slichter and Donald Rainwater.

Name Change

In connection with the closing, the Company has filed a Notice of Alteration with the BC Corporate Registry to change its name from “Highmark Marketing Inc.” to “Lightning Ventures Inc.” The Company is currently in the process of submitting the required documentation for the name change to the CSE and will continue to trade under the name Highmark Marketing Inc. and the symbol “HMK” until such time as the CSE has declared the name change effective. Once completed, the Company will announce the market effective date of the name change and its new trading symbol.

About the Company

The Company is an oil and gas industrial services company. It operates a specialty manufacturing business based out of New Mexico through its subsidiary Lightning Industries, Inc., which provides products to enhance efficiency and increase the production of oil and gas wells. The Company also is engaged in the service and sale of water for industrial purposes in the oil and gas industry in Mexico with its joint venture partner, Tadhams Energy.

For further information on Lightning, please contact:

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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 the Company, including future plans for acquisitions. Although the Company 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 the Company 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. The Company 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.