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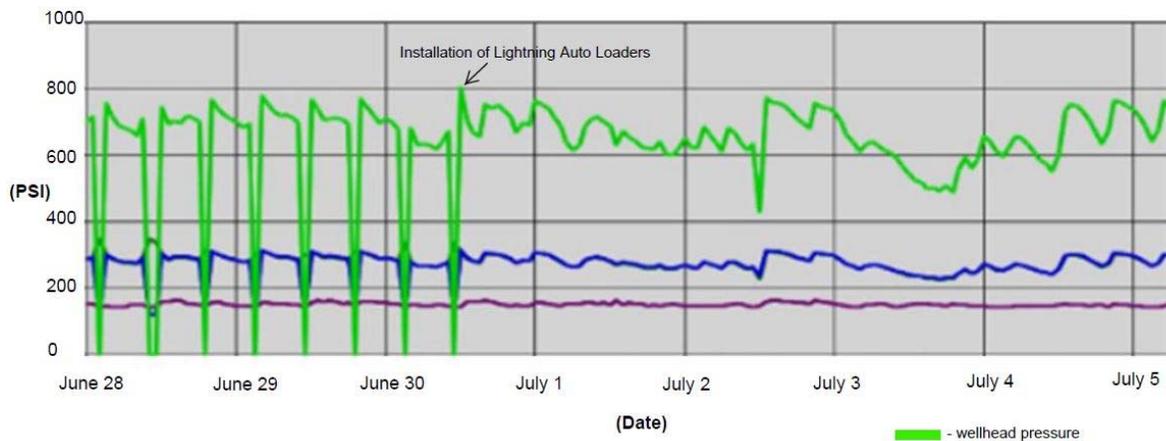
Lightning Ventures Inc.
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PEMEX PILOT RETURNS POSITIVE INITIAL RESULTS

VANCOUVER, CANADA--(July 14, 2016) – Lightning Ventures Inc. (CSE:LVI) (OTCBB:HMKTF) (Frankfurt: 1HM) ("**Lightning**" or the "**Company**") is pleased to announce that it has completed its launch of the pilot Auto Loader EX-25 soap stick dispenser installations in Mexico for Pemex. As described in the press release dated [June 20, 2016](#), Auto Loaders are a Lightning product designed to automate soap stick dispensing in oil and gas wells to improve production efficiency. The Pemex Auto Loader pilot represents one of two installations that mark the Company's entrance into the Mexican market.

Further to the successful installation of the pilot, Pemex has provided initial pressure data to Lightning. The following graph shows data in Pemex wells before and after installation of Lightning's Auto Loaders.

7 Day Analysis of Pemex Well Pressure



Prior to the installation of Lightning Auto Loaders on June 30, 2016, Pemex used a soap stick dispenser supplied by a competitor installed at the wells. The data shows that with the Lightning unit in operation, the well stabilized and maintained higher average wellhead pressure immediately after the installation. Lightning is pleased with the results given that wellhead pressure has a correlation to an increase in production.

As was announced June 20, 2016, if Pemex is satisfied with the performance of the pilot installations, Lightning will supply Pemex additional units over a three year period. The pilot is expected to be completed by the end of August 2016.

Lightning looks forward to the potential of further business with Pemex. The long term supply to Pemex would serve as a significant source of revenue to the Company.

About Pemex

Petróleos Mexicanos (Pemex) is the Mexican state-owned petroleum company, and the largest company in Mexico. It operates through the whole chain of value of the industry, from upstream exploration and production to downstream industrial transformation, logistics and marketing. Pemex has operations geographically dispersed throughout Mexico with presence in almost every state. For more information please visit Pemex's website: www.pemex.com.

About the Company

The Company is an oil and gas industrial services company. It operates a specialty manufacturing business based in Hobbs, 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 business partner, [Tadham Energy](#).

Further information about Lightning is available under its profile on the SEDAR website www.sedar.com and at www.lightningind.com.

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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 the Company. 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 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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