FOR IMMEDIATE RELEASE

**Highmark Interactive Inc expands footprint in Canadian Post Secondary Schools sports programs - adds University of Ottawa, Northern Alberta Institute of Technology (NAIT) and renews Okanagan Hockey Group**

*Highmark continues to support the health, safety and performance of youth and young adult athletes by renewing its longtime customer Okanagan Hockey Group, a global provider of youth hockey and citizenship development, as well as new university and college customers, Ottawa University and NAIT.*

TORONTO, December 14, 2021 – Highmark Interactive (TSXV: HMRK) ("Highmark"), global leaders in mental and brain health digital technologies, today welcomes the addition of the Ottawa University Gee Gees and NAIT Ooks to the growing number of institutions that have selected EQ Elite to ensure the health, safety and performance of its students. The Gee Gees have deployed the EQ Platform across its Men's football program with a commitment to add additional programs in 2022 and the Ooks have expanded EQ Elite across all student athletes involved in collision sport.

Highmark, creators of the world's first virtual, gamified, and functional neurological assessment tool is rapidly becoming a critical solution for athletic programs across North America. The Okanagan Hockey Group, an early adopter of EQ Elite since 2017, has successfully deployed the technology across sites in British Columbia, Ontario, Europe and the UK.

EQ Elite is Highmark's high-performance sport module, designed to provide top-level student-athletes and athletic programs with a medical-grade digital tool for ongoing assessment across several areas of neurologic function. Powered by an engaging mobile technology that gamifies clinically derived tests, EQ Elite assists in the ongoing assessment of cognitive, vision, and balance function in student-athletes. Traditional testing in sport has previously been hindered by single-baseline approaches, often limited in the scope of brain functions assessed, and requiring a range of wearables and separate platforms that can contribute to expense, complexity and athlete anxiety. The fusion of clinically valid testing with a dynamic platform that student-athletes will enjoy ensures that critical functional neurological data is readily available to student athletes, parents, coaches, trainers and medical personnel.

"EQ Elite helps link objective neurologic data with the ability to provide ongoing oversight of student-athletes which, until now, has been a missing and much-needed combination for better protecting the brain health of student-athletes.", said Dr. Sanjeev Sharma, Co-Founder and CEO of Highmark Interactive. "With just their mobile phone, student-athletes can do quick, game-based tests over time to generate a continual understanding of their neurologic function, which helps us optimize both their health and their athletic performance."

Highmark's award-winning technology is backed by Olympic medalists and former professional athletes, as well as some of the world's leading experts in the medical and neurosciences fields. An industry leader in innovation, Highmark continues to research and develop further advancements to its EQ platform and has successfully deployed additional customized modules to meet identified needs in rehabilitation clinics, the workplace, mental health and senior care.

**About Highmark Interactive**

Highmark Interactive was created to change the paradigm of testing and management for brain and mental health. Highmark's approach is focused on providing real-time data to health providers to support proactive, preventative interventions and targeted care planning to improve health outcomes.

In addition to a growing network of virtual, in-person and hybrid clinics, Highmark Interactive offers the world's first gamified, FDA cleared patient-led assessments as well as digital clinician-led assessments of neurofunction. Together, the technology is used in >300 multidisciplinary rehabilitation clinics globally.

Highmark Interactive's unique solution is revolutionizing how individuals experience brain and mental health care, as well as unlocking insight for precision medicine and creating a modern model for delivering mental health and neuro rehab services.

Learn more: https://www.highmark.tech/

**For further information:**

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**Cautionary Note Regarding Forward-Looking Information**

*This News Release contains forward-looking statements that relate to the current expectations and views of future events of the Corporation.*

*In some cases, but not necessarily in all cases, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "targets", "expects" or "does not expect", "is expected", "an opportunity exists", "is positioned", "estimates", "intends", "assumes", "anticipates" or "does not anticipate" or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might", "will" or "will be taken", "occur" or "be achieved". In addition, any statements that refer to expectations, predictions, indications, projections or other characterizations of future events or circumstances contain forward-looking information. Statements containing forward-looking information are not historical facts but instead represent management's expectations, estimates and projections regarding future events.*

*Forward-looking statements in this Filing Statement include, among other things, statements relating to the expected trading date of the Common Shares on TSXV, potential synergies arising from the acquisitions of Complex Injury and Highmark Health, and the Company's business generally. These statements and other forward-looking information are based on opinions, assumptions and estimates made by the Corporation in light of its experience and perception of historical trends, current conditions and expected future developments, as well as other factors that Highmark believes are appropriate and reasonable in the circumstances, as of the date of this Filing Statement, including, without limitation, assumptions that TSXV will grant final acceptance of the Qualifying Transaction and commence trading in accordance with communicated intentions, and certain assumptions about the Corporation's business identified in the filing statement.*

*There can be no assurance that such estimates and assumptions will prove to be correct. In addition, if any of the assumptions or estimates made by management* *prove to be incorrect, actual results and developments are likely to differ, and may differ materially, from those expressed or implied by the forward-looking information contained herein. Accordingly, prospective investors are cautioned not to place undue reliance on such information. Although the Corporation believes the assumptions underlying the statements related to the Corporation are reasonable, they may prove to be incorrect. Given these risks, uncertainties and assumptions, and the risks identified in the filing statement, investors should not place undue reliance on these forward-looking statements.*