

BlueOcean NutraSciences Announces an Astaxanthin Bio-Availability Study with a “Top Ten” US Supplement Company

TORONTO, ONTARIO– Feb 12, 2016 BlueOcean NutraSciences (BOC:TSX-V) (“BlueOcean” or the “Company”), is pleased to announce that it has executed a Collaboration Letter of Intent with a large US Supplement Company (“Customer”). The collaboration’s objective is to determine the positive bio-availability effects from the large amount of esterified natural astaxanthin (over 6000 ppm) found in the Company’s Northern AstaShrimp based oil that are embedded in 40% Phospholipids. This is about thirty times more astaxanthin than most commercial krill based oils. The study’s goal is to demonstrate that esterified natural astaxanthin in the Company’s shrimp oil becomes more bio-available than algae based commercial natural astaxanthin that has 0% Phospholipids.

The Northern AstaShrimp oil product to be introduced under the Customer’s own brand has been approved by the Customer’s New Product Development Committee and is currently in the final stages of the Customer’s Quality Assurance process which upon completion, is expected to lead to a first Purchase Order for the Company’s shrimp oil soft gels.

Bioavailability, or the degree of absorption of an antioxidant such as astaxanthin, is a critical factor in maximizing health benefits per unit consumed. The Company’s sustainably sourced Northern AstaShrimp oil also has comparable amounts of Phospholipid-bound Omega-3 EPA and DHA as found in krill oil. Studies have shown that krill oil bio-availability of the Omega-3s are enhanced by up to 2.5 times when compared to regular Omega-3 fish oils. Northern AstaShrimp oil is therefore positioned to be a superior alternative to krill oil due to its astaxanthin content and potentially superior to algae based astaxanthin products due to higher bio-availability from shrimp oil Phospholipids. The collaborative astaxanthin bio-availability study target is Q2 2016.

Northern AstaShrimp oil is also the base ingredient in the Company’s retail brand, Pure Polar® Omega-3 Shrimp Oil, which is formulated with premium fish oils to contain about two times more Omega-3 EPA and DHA and 10 times more natural astaxanthin than most retail krill oil products.

About BlueOcean NutraSciences:

BlueOcean NutraSciences Inc., a Canadian listed public Company (BOC:TSX-V) is a vertically integrated nutraceutical Company that markets three Omega-3 shrimp oil products under the Pure Polar® brand and three bulk Omega-3/Astaxanthin shrimp oils and is developing additional specialty oils, gel caps and extended release (XR) Omega-3 tablets from shrimp, fish, krill and algae oil also for the Health and Wellness markets.

BlueOcean's bulk shrimp oils contain high levels of naturally occurring astaxanthin, phospholipids, and omega-3 EPA and DHA. Northern and Pacific AstaShrimp™ bulk oils are targeted at the high value and rapidly growing natural astaxanthin and phospholipid omega-3 markets.

BlueOcean and its JV partner, CMAX Technologies Inc., have developed a process to convert shrimp, krill, algae and other fish oils into Extended Release Tablets. BlueOcean owns 50% of the participating and voting rights in 2453969 Ontario Inc., a joint venture with CMAX Technologies that has developed the extended release omega-3/astaxanthin tablets. 2453969 Ontario Inc. also has a 66.7% ownership in Pure Polar Labs Inc., a Nevada company that sells omega-3 and astaxanthin retail products under the brand Pure Polar™.

BlueOcean's Pure Polar™ Omega-3 Shrimp Oil formulations contain over two times more omega-3 EPA & DHA and 10 times more astaxanthin than typical retail krill oil brands, and contain phospholipids for better absorption of omega-3s. Product details and ordering can be found at:

www.purepolarshrimp.com, Amazon.com, Inboxfitness.com and Bonanza.com

Forward Looking Statements: BlueOcean NutraSciences Inc.

This news release may contain forward-looking statements that are based on BlueOcean's expectations, estimates and projections regarding its business and the economic environment in which it operates. These statements are not guarantees of future performance and involve risks and uncertainties that are difficult to control or predict. Therefore, actual outcomes and results may differ materially from those expressed in these forward-looking statements and readers should not place undue reliance on such statements. Statements speak only as of the date on which they are made, and the Company undertakes no obligation to update them publicly to reflect new information or the occurrence of future events or circumstances, unless otherwise required to do so by law.

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