

BlueOcean NutraSciences Announces Distribution of Pure Polar® Brand with Lucky Vitamin

TORONTO, ONTARIO—(July 2016) – BlueOcean NutraSciences (TSX VENTURE:BOC) (“BlueOcean” or the “Company”), a nutraceutical Company developing specialty oils and extended release (XR) Omega-3 tablets from shrimp, fish, krill and algae oil for Health and Wellness markets, is pleased to announce distribution of its Pure Polar® Omega-3 Shrimp Oil products with Lucky Vitamin. The products will be available for purchase by consumers on LuckyVitamin.com in mid-August with shipping to the US and Canada.

LuckyVitamin.com is a GNC owned leading e-commerce supplement store that distributes over 30,000 supplement products to consumers in the US and Canada.

BlueOcean CEO, Gavin Bogle said, “Distributing Pure Polar® through Lucky Vitamin is part of our distribution strategy which focuses on aligning with leading supplement distributors.”

About BlueOcean NutraSciences:

BlueOcean NutraSciences Inc. is a Canadian listed public Company (TSX VENTURE:BOC) that is focused on developing sustainable, specialty nutraceutical oil products targeted at the rapidly growing Natural Astaxanthin, Omega-3 and Algal oil 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, 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 LuckyVitamin.com (August)

Forward Looking Statements: BlueOcean

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.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

BlueOcean NutraSciences Inc.

Gavin Bogle

CEO

416-970-3266

BlueOcean NutraSciences Inc.

Dil Vashi

Director of Corporate Development

416-859-0909

www.blueoceannutra.ca