



BlueOcean NutraSciences Announces Exclusive Canadian Distribution Agreement with Nutrition Excellence

Toronto, Ontario, May 25, 2017—BlueOcean NutraSciences Inc. (TSXV:BOC) ("BlueOcean" or the "Company") is pleased to announce that it has entered into an exclusive agreement with Nutrition Excellence ("Nutrition") for Canadian distribution of the Company's consumer packaged shrimp oil based brands, beginning with Pure Polar® Omega-3 Shrimp Oil.

Nutrition Excellence will distribute Pure Polar® to retailers across Canada including larger chain health stores, grocery stores, pharmacies and independents. Founded in 2000 by President Jeffrey Steinberg in Burlington Ontario, Nutrition Excellence has been operating nationally for 15 years. With an extensive knowledge and experience of the health and supplement industry, Jeff stands behind his commitment of providing quality supplements and unsurpassed customer service. Nutrition Excellence is managed by a team of professionals who possess a strong background in the sports nutrition and fitness industry. Their interest and personal consumption of nutritional supplements enables them to give quality advice on a wide variety of supplements distributed by Nutrition Excellence.

Nutrition Excellence President, Jeff Steinberg commented, "We currently distribute a number of supplements and healthy nutrition products across Canada and were looking for a premium omega-3 product to add to our offering. BlueOcean's Pure Polar® shrimp oil products are innovative, sustainable, provide quality nutrition and are made from sustainable Canadian shrimp shells from an MSC certified fishery. All these features deliver a premium product to consumers at a competitive price for maximum value. I look forward to distributing Pure Polar® and future Company brands throughout Canada for a long time to come."

BlueOcean CEO, Dr. Marvin Heuer commented, "The Nutrition Excellence team is a top class distributor and their experience in distributing high quality supplements convinced us to partner with Jeff and his team. They understand our products and the value our products offer to consumers, which is the key to successfully growing our brands."

About BlueOcean

BlueOcean NutraSciences Inc. is a Canadian public listed company (TSXV:BOC) whose mission is to develop effective, innovative and sustainable products from Natural Sources, to improve the lives of its customers. BlueOcean's first specialty ingredient is its patent protected shrimp oil which is the base for its current three consumer brands. Shrimp oil is made from sustainably certified North Atlantic coldwater shrimp shells (the by-product of the cooked and peeled shrimp process) and contains phospholipid bound omega-3 fatty acids and over 40 times more natural astaxanthin compared to krill oil ingredients.

Shrimp oil's unique nutritional properties enables the ingredient to make numerous health claims across a wide range of markets, including the \$4Bn omega-3 heart health market, the \$9Bn joint health market

and the \$10Bn sports supplement market. BlueOcean markets its shrimp oil ingredient through a number of consumer brands that are formulated to target these specific markets.

BlueOcean currently markets its shrimp oil under three consumer brands: Pure Polar® Omega-3 Shrimp Oil, Joint AX™ and Sport AX™. Products may be purchased online at purepolarlabs.com.

Forward-Looking Statements

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.

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