



BlueOcean NutraSciences Inc. Announces Canadian Distribution Agreement and Brand Ambassador

Toronto, Ontario, February 22nd, 2017 – BlueOcean NutraSciences Inc. (TSXV: BOC) ("**BlueOcean**" or the "**Company**") is pleased to announce that its wholly owned consumer products subsidiary, Pure Polar Labs Inc. ("**PPL**") has completed a distribution agreement with Pure Integrative Pharmacy Inc. ("**PIP**") for distribution of PPL's omega-3 & astaxanthin shrimp oil brand, Pure Polar. Pure Polar will be available in all 9 of PIP's pharmacy locations in British Columbia by the end of March.

The Company has also entered into a Brand Ambassador agreement with PIP's CEO and Chief Pharmacist, Bob Mehr. Mr. Mehr will provide endorsement of the Company's various consumer shrimp oil brands in videos and other marketing materials. Mr. Mehr is considered one of Canada's leading pharmacists and was recognized as the 2010 Outstanding Pharmacy Owner, among other accolades. Mr. Mehr has developed a unique integrative health management method that combines prescription medicine with natural health products and supplements to better improve people's health through a holistic approach.

In addition to carrying Pure Polar in the Pure Integrative Pharmacy stores, Pure Polar will also be available on www.bobsformulas.com. Mr. Mehr will also assist the Company with further distribution of its consumer brands in health stores and pharmacies across Canada.

"I am delighted to be working with BlueOcean both as a brand ambassador for its shrimp oil products as well as providing the products to my clients at our Pure Integrative Pharmacies, and other health stores and pharmacies across Canada. As a health care practitioner, I advise my clients to include natural health products that are important for maintaining and improving health. Omega-3s and astaxanthin have been proven by numerous studies to provide multiple health benefits, and shrimp oil provides these essential nutrients in one product. I also like the fact that shrimp oil is made from the shell by-product and is sustainably sourced." said Pure Integrative Pharmacy CEO, Bob Mehr.

About BlueOcean

BlueOcean's mission is to develop effective, innovative, and sustainable products from natural sources, to improve the lives of its customers. BlueOcean NutraSciences Inc. is a Canadian listed public Company that is focused on developing sustainable, specialty nutraceutical products targeted at the rapidly growing natural health products markets, with a current focus on the \$4B omega-3 heart health supplement market, the \$9Bn joint health market, and the \$10B sports supplement market. BlueOcean's proprietary shrimp oil ingredient contains high levels of naturally occurring astaxanthin, phospholipids, and omega-3 EPA and DHA, enabling the product to be targeted across all three markets described above.

BlueOcean's consumer brand, Pure Polar(R) Omega-3 Shrimp Oil, contains over two times more omega-3 EPA & DHA and 10 times more astaxanthin than typical retail krill oil brands, and contains phospholipids for better absorption of the essential nutrients. Pure Polar(R) may be purchased at www.purepolarshrimp.com, www.vitaminworld.com, www.luckyvitamin.com, www.amazon.com and www.inboxfitness.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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