



BlueOcean NutraSciences Inc. Announces the Appointment of Dr. Marvin Heuer as Chief Executive Officer and the Issuance of Options

Toronto, Ontario / TheNewswire / February 27, 2017 – BlueOcean NutraSciences Inc. (TSXV: BOC) (“BlueOcean” or the “Company”) is pleased to announce the appointment of Dr. Marvin Heuer as BlueOcean’s President and Chief Executive Officer, effective March 1, 2017.

Marvin Heuer, M.D., a member of BlueOcean’s Board of Directors, is the founder and Chief Executive of Heuer M.D. Research, Inc., a private SMO clinical research organization. Dr. Heuer is an internationally accomplished medical research physician and executive with more than 30 years’ experience in international and U.S. clinical research, pharmaceutical and nutraceutical development. As Chief Science Officer at Iovate Health Sciences International, Dr. Heuer formulated over 70 new nutraceutical and health products. Working as part of the senior management team Dr. Heuer helped grow annual sales from approximately \$50 million dollars to over \$500 million dollars. Dr. Heuer has practiced medicine for over 40 years, and has served as Chief Science Officer for Iovate Health Sciences International, Vice President of Clinical Research, IntegraMed America, Vice President & Director Worldwide of Research and Development, SmithKline Beecham Pharmaceuticals (now GlaxoSmithKline), Vice President of Research and Development, Wallace Laboratories (now Meda AB), and Vice President & Medical Director Worldwide, Ayerst Laboratories (now Pfizer).

Gavin Bogle, JD, MBA, MSc, has been the Company’s President and CEO since August 2014. He successfully commercialized the Company’s Pure Polar[®], SportAX[™] and JointAX[™] shrimp oil based supplements and recently succeeded in funding efforts to expand and market the Company’s patent-protected product portfolio. He will stay on the Company’s Board of Directors and continue advising the Company on legal, patent and strategic matters. Gavin commented, “I am very pleased and we are fortunate to have Dr. Heuer succeed me as CEO of the Company. As BlueOcean’s former partner in Pure Polar Labs Inc., Dr. Heuer has

already provided valuable assistance to the Company with its current product formulations and with insights to future, novel, innovative natural health products”.

Dr. Heuer stated, “Gavin has led the Company through the development and launch of its Pure Polar[®], SportAX[™] and Joint AX[™] shrimp oil product brands. He completed the shrimp oil value chain by procuring shrimp shell feedstock, signing a long term agreement for shrimp oil patent protection and signing an exclusive agreement with a world scale extraction company to produce the Company’s bulk shrimp oil for use in high value, natural and sustainable retail wellness products. I intend to continue on Gavin’s success by rapidly adding scientific depth and breadth into other new high-value products with an increased emphasis on marketing those products and improving the Company’s visibility. We will focus on implementing the Company’s mission to develop effective, innovative, and sustainable natural products, improving the lives of our customers. I am excited and anxious to move quickly on this mission.”

The Company also announces that the Board of Directors has approved the issuance of 550,000 stock options (the “**Options**”) to eligible participants of the Company’s stock option plan (the “**Plan**”). The Options vest over various periods during 2017 and are exercisable into common shares of the Company at an exercise price of \$0.15 each over the next 5 years, all in accordance with the Plan.

About BlueOcean

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. The Company is focused significantly penetrating the \$4B omega-3 heart health supplement market, the \$9B 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[®] 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® may be purchased on-line 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.

For more information, please visit www.blueoceannutra.ca or contact Sam Kanés, VP Strategy and IR at 416-315-7477 or Dil Vashi, VP Operations at 416-859-0909.