



BlueOcean NutraSciences Inc. Completes Successful Participation at The Total Health Show in Toronto

Toronto, Ontario, April 26, 2017 – BlueOcean NutraSciences Inc. (TSXV:BOC) ("BlueOcean" or the "Company") is pleased to announce that it completed a successful participation at the Total Health Show in Toronto this past weekend. The show enabled the Company to sell its consumer shrimp oil products directly to health conscious consumers. In addition to selling product, the Company generated strong leads for direct sales through their respective brand websites. The Company also met with a number of distributors and health related retailers for distribution of its products in Canada.

The Company also presented at the GCFF Finance Conference in Vancouver on April 22nd and was introduced to approximately 100 Chinese investors and distributors. The Chinese market now accounts for 10% of global omega-3 sales (*Global Market Insights*). The Company plans to launch a dedicated marketing campaign targeted at the Chinese community in North America.

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 purepolarshrimp.com, joint-ax.com and sport-ax.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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