



BlueOceanNutraSciences Inc. Receives First Private Label Order for Pure Polar® Shrimp Oil

Toronto, Ontario, July 19, 2017 – BlueOceanNutraSciences Inc. (TSXV:BOC) ("BlueOcean" or the "Company") is pleased to announce that its wholly owned subsidiary, Pure Polar Labs Inc. ("PPL"), has received its first Private Label order for its Pure Polar® Double Strength shrimp oil formula, to be marketed under the Customer's brand.

The Company's strategy is to partner with a select few Customers that will market the Company's formulas under private brands to markets that do not compete directly with the Company's brands. The wholesale price for Private Label will be the same as the price to distributors of the Company's current brands, therefore not diminishing margins.

BlueOcean CEO, Dr. Marvin Heuer commented, "One of our strategic initiatives is to broaden the target markets for our shrimp oil products. By partnering with Customers that private label under their own brands in markets that do not compete directly with our own brands, we are able to accomplish market expansion for our products without the risk of cannibalization, as well as selling at distributor pricing in order to maintain the same margins as our current brands."

About BlueOcean

BlueOceanNutraSciences 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. This includes naturally accelerating plant growth. 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 cold water shrimp shells (the by-product of the cooked and peeled shrimp process) and contains phospholipid bound omega- 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

Its CO2 gas infusion technology under license is being monetized to further support the development of its broadening line of shrimp oil products.

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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