



BlueOcean NutraSciences Inc. Provides an Update on the Marketing Program and the Natural Products Expo West Trade Show

Toronto, Ontario, March 14, 2017 – BlueOcean NutraSciences Inc. (TSXV:BOC) ("BlueOcean" or the "Company") is pleased to provide an update on its marketing strategy and participation in the Natural Products Expo West. BlueOcean's CEO, Dr. Marvin Heuer, and VP Operations, Dil Vashi, attended the show with a goal of furthering the execution of its strategy in the near term, as well as developing demand driven longer term product opportunities.

Attendance at the Trade Show provided the Company with the opportunity to meet with a number of distribution companies that sell to both mass market distribution as well as specialty markets which the company sees as a unique opportunity to broaden future sales channels for its products. The team also met with marketing partners assessing a number of channels including online, news/magazine/blog media both print and digital, TV and radio to support its brand awareness strategy intended to help drive sales in retail stores (both in-store and online), as well as the Company's own online stores.

Over the next 60 days the Company will meet with retail chains in both Canada and the US for distribution of its current products. Upon closing of distribution agreements with retail chains, the Company expects to deliver finished products for sale by the fall of 2017.

Currently the company is selling its Pure Polar® Omega-3 Shrimp Oil brand online through a number of sites including purepolarshrimp.com and Amazon.com as well as in select IDA pharmacies and Pure Integrative Pharmacies in Canada, and will be launching two additional brands in April which will be available on sport-ax.com and joint-ax.com. The Company has also begun planning for the expansion of its "AX brand" line with additional formulas targeted at the numerous health benefits offered by the high concentration of natural astaxanthin in its shrimp oil. These products include brands targeted at the eye health market (Eye AX™), brain health market (Brain AX™), fitness/workout market (Power AX™ and Muscle AX™), immune health market (Immune AX™) and a krill formula (Krill AX™).

Finally, the Company has developed a plan for the next 6 to 24 months to conduct a number of low cost targeted health studies to support and enhance the benefits of its current and future shrimp oil based products. Strong science is a key differentiating driver of the Company's products and will offer its products further competitive advantages over krill and fish oil products that consumers can trust and benefit from. The Company's vision and mission under its new CEO, Dr. Marvin Heuer, is to develop effective, innovative and sustainable products from natural sources, to improve the lives of its customers.

Dr. Heuer concluded, "I am enthusiastic and excited by the opportunities available to BlueOcean and the pipeline of extended release and other new and novel concepts we are working on

through acquisition, R&D, in-licensing and co-branding. Our collaborations and new management team who bring additional expertise to BlueOcean are broadening our corporate base and completing the revised short term and corporate long term plans”.

About BlueOcean

BlueOcean NutraSciences Inc. is a Canadian public listed company (TSXV:BOC) whose mission is to be the leading innovator and marketer of sustainably sourced, specialty nutraceutical products that are proven by science, delivering more value to consumers over competitor products. BlueOcean’s first specialty ingredient is its patent protected shrimp oil. 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 \$4B omega-3 heart health market, the \$9B joint health market and the \$10B sports supplement market. BlueOcean markets its shrimp oil ingredient through a number of consumer brands that are formulated to target these specific markets, and more.

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 online at:

www.purepolarshrimp.com, www.vitaminworld.com, www.luckyvitamin.com, www.amazon.com
and www.inboxfitness.com.

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