

## **BlueOcean NutraSciences to Feature Pure Polar® Omega-3 Shrimp Oil at the McKesson Showcase 2016**

TORONTO, ONTARIO – April, 2016 BlueOcean NutraSciences (BOC:TSX-V) (“BlueOcean” or the “Company”), a nutraceutical Company developing specialty oils and extended release (XR) Omega-3 tablets from shrimp, fish, krill and algae oil for Health and Wellness markets, is pleased to announce that it will be participating at the McKesson Showcase 2016 in Toronto, Canada to be held at the Toronto Congress Centre from April 15 to 17. The McKesson Showcase is hosted by McKesson Canada, the largest distributor of pharmaceuticals and supplements in Canada with a network of over 2000 independent pharmacies, including the Rexall pharmacy chain which was recently acquired by McKesson Corporation.

The Company will feature its consumer brand, Pure Polar® Omega-3 Shrimp Oil, at their booth number 1122. The theme for this year’s show, “Where Business and Pharmacy Meet”, provides the opportunity for vendors to meet and show case their products directly to over 2000 independent pharmacy and natural health store owners from across Canada. The Company will be taking pre-orders for its Pure Polar® line of products for delivery in Q3 2016, by which time the Company anticipates to receive its Health Canada Natural Products Number (NPN) which it has applied for.

BlueOcean’s Pure Polar® Omega-3 Shrimp Oil products contain over two times more omega-3 EPA & DHA and 10 times more natural esterified astaxanthin than typical retail krill oil brands, and contain phospholipids for better absorption of omega-3s. Pure Polar® Omega-3 Shrimp Oil products are available for purchase by consumers via online outlets including [purepolarshrimp.com](http://purepolarshrimp.com), [Amazon.com](http://Amazon.com) and [Inboxfitness.com](http://Inboxfitness.com).

### **About BlueOcean NutraSciences:**

BlueOcean NutraSciences Inc., a Canadian listed public Company (BOC:TSX-V) is a vertically integrated nutraceutical Company that markets three Omega-3 shrimp oil products under the Pure Polar™ brand and three bulk Omega-3/Astaxanthin shrimp oils and is developing additional specialty oils, gel caps and extended release (XR) Omega-3 tablets from shrimp, fish, krill and algae oil also for the Health and Wellness markets. BlueOcean’s bulk shrimp oils contain high levels of naturally occurring astaxanthin, phospholipids, and omega-3 EPA and DHA. Northern and Pacific AstaShrimp™ bulk oils are targeted at the high value and rapidly growing natural astaxanthin and phospholipid omega-3 markets.

BlueOcean and its JV partner, CMAX Technologies Inc., have developed a process to convert shrimp, krill, algae and other fish oils into Extended Release Tablets. BlueOcean owns 50% of the participating and voting rights in 2453969 Ontario Inc., a joint venture

with CMAX Technologies that has developed the extended release omega-3/astaxanthin tablets. 2453969 Ontario Inc. also has a 66.7% ownership in Pure Polar Labs Inc., a Nevada company that sells omega-3 and astaxanthin retail products under the brand Pure Polar™.

BlueOcean's Pure Polar™ Omega-3 Shrimp Oil formulations contain over two times more omega-3 EPA & DHA and 10 times more astaxanthin than typical retail krill oil brands, and contain phospholipids for better absorption of omega-3s. Product details and ordering can be found at:

[www.purepolarshrimp.com](http://www.purepolarshrimp.com), [Amazon.com](http://Amazon.com), [Inboxfitness.com](http://Inboxfitness.com) and [Bonanza.com](http://Bonanza.com)

*Forward Looking Statements: BlueOcean NutraSciences Inc.*

*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.*

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