

## **BlueOcean NutraSciences Wraps Up Successful 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 its participation as an Exhibitor at the McKesson Showcase 2016 this past weekend from April 15-17 was a commercial success. The Company showcased its Pure Polar® Omega-3 Shrimp Oil consumer brand to a number of Canadian independent pharmacy store owners.

While the Company could not directly sell product as it awaits its Health Canada Natural Products Number (NPN), required for selling supplements in Canada, the Company was able to obtain firm interest from owners representing approximately 200 independent pharmacy stores across Canada that operate in the McKesson network. Of those in attendance at the show that visited the Company’s booth, a majority expressed firm interest for an order follow up once the Company receives its Health Canada NPN.

Typically a store will sell an average of 2 bottles of a supplement per week, or 100 bottles per year. Therefore the sales potential of Pure Polar® from those independent store owners that attended the show and expressed firm interest is approximately 20,000 bottles per year. There are approximately 7500 independent pharmacies in Canada, and the Company anticipates a similar penetration for the Canadian independent pharmacy market as that in the McKesson network, representing a market of approximately 750 stores for sales potential of 75,000 bottles per year. The Company anticipates receiving its Health Canada NPN shortly and to begin selling to Canadian pharmacies shortly after.

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.*

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.

BlueOcean NutraSciences Inc.

Gavin Bogle

CEO

416-970-3266

BlueOcean NutraSciences Inc.

Dil Vashi

Director of Corporate Development

416-859-0909

[www.blueoceannutra.ca](http://www.blueoceannutra.ca)