



BlueOcean NutraSciences Announces First Middle-Eastern Purchase Order for Bulk Pacific Shrimp Oil

TORONTO, ONTARIO—(Marketwired – March 14, 2016) – BlueOcean NutraSciences (TSX VENTURE: BOC) (“BlueOcean” or the “Company”), a nutraceutical Company focused on 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 has received a purchase order for bulk Pacific AstaShrimp™ oil (“Product”) from a Middle-Eastern company (“Customer”). The initial order is for 100 kg of Pacific AstaShrimp™ oil, subject to final approval from the Middle-Eastern country’s Ministry of Health, which is expected within the next 90 days.

Shrimp oils offer a unique opportunity in this Middle-Eastern country, and the Muslim world at large, as an official letter from the government of the country has declared krill to be non-halal. However shrimp is considered halal therefore making shrimp oil the only halal product of its kind in the market, along with regular fish oils. Pacific AstaShrimp™ is a shrimp oil ingredient that offers a unique combination of high amounts of natural esterified astaxanthin, phospholipid bound omega-3s and is sourced from the shells of wild caught South Pacific Ocean shrimp.

The order comes after months of product testing and market research by the Customer who has now concluded the market potential and unique advantages that shrimp oil offers in the Middle-East over current fish oil products. This is the first order of anticipated larger orders from the Customer for the second half of this year’s Pacific shrimp season which runs from October to May. This 100 kg order will be filled from current inventory.

BlueOcean CEO, Gavin Bogle said of the order, “It is important for our products to be marketed globally in order for us to find the highest value opportunities. The Middle-East has been identified as a growth market for omega-3s and having the opportunity to be considered halal gives us a unique competitive advantage in that market.”

About BlueOcean NutraSciences Inc.:

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, Amazon.com, Inboxfitness.com and Bonanza.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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