

BlueOcean NutraSciences Announces Order for Pure Polar Products from an International Consumer Products Distribution Company

TORONTO, ONTARIO – March 3rd, 2016 BlueOcean NutraSciences (BOC:TSX-V) (“BlueOcean” or the “Company”), is pleased to announce that its subsidiary, Pure Polar Labs Inc., has received an order from United Sales & Marketing Inc. (“Distributor”), an international consumer products distribution company, for 1000 bottles of its consumer shrimp oil brand, Pure Polar® Omega-3 Shrimp Oil (“Product”). The products will be distributed to strategically select independent health & nutrition stores in the US. The initial distribution will provide both the Company and Distributor with valuable consumer feedback that the Company and Distributor can use to create even more value for consumers.

The order is the first for the Products from a distributor which the Company anticipates will lead to accelerated penetration and growth of the Products in the premium omega-3 space. The Company and Distributor are also in the final stages of completing a global non-exclusive distribution agreement to distribute Pure Polar® products to global markets, in particular the US, Canada and Taiwan.

BlueOcean CEO, Gavin Bogle said of the order, “It’s important for the Pure Polar® brand’s market penetration strategy to partner with distributors that understand what is needed to build a consumer brand. By partnering with such distributors the brand will reach a far greater audience than we currently have and with our high customer conversion rates, we anticipate retail shelf sales of Pure Polar® to grow significantly.”

BlueOcean’s Pure Polar® Omega-3 Shrimp Oil products 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. Pure Polar® Omega-3 Shrimp Oil products are available for purchase by consumers via online outlets including purepolarshrimp.com, Amazon.com and Inboxfitness.com.

United Sales & Marketing Inc. will also be presenting the Pure Polar® products at their exhibition booth at the Natural Products Expo West show in Anaheim, California from March 9-13.

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

About United Sales & Marketing Inc.:

USM is an established Canadian retail sales agency and wholesale distributor with more than 30 years of industry service and consumer product expertise. Over that time USM has become recognized for our dedication to introducing premium national brands and consumer product innovation into the North American market place.

USM's executive sales team has decades of retail merchandising experience that encompasses both the supplier and buyer objectives. This valuable perspective allows us to strategically integrate our manufacturer's product lines with the needs of our retail partners. Today USM is the leading Canadian sales agency specializing in Housewares, Small Appliances, Home Décor, Electronics, Health Supplements and Hardware product categories to the North American retail consumer markets.

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.

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