

BlueOcean NutraSciences Secures Distribution Agreement with AKiN's & Chamberlin's for Pure Polar(tm) and Sport AX(tm)

✘ May 1, 2017 (Source) – BlueOcean NutraSciences Inc. (TSXV:BOC) (“BlueOcean” or the “Company”) is pleased to announce that its wholly-owned consumer products subsidiary, Pure Polar Labs Inc. (“Pure Polar”), has entered into a distribution agreement with AKiN's & Chamberlin's (the “Customer”), a US natural foods grocery chain. Pure Polar will initially be supplying the Customer with two of its leading products (“SKUs”) Pure Polar(R) Double Strength and Sport AX™.

AKiN's & Chamberlin's currently have 18 locations throughout the US including Arkansas, Florida, Kansas, Missouri, Nebraska and Oklahoma. Pure Polar(R) and Sport AX™ will be available in these stores later in May.

Dr. Marvin Heuer, CEO of BlueOcean, commented, “Our shrimp oil products are 100% natural, sustainably sourced and rich in essential nutrients. Natural food grocery chains are a great platform for our products as they fit perfectly with those grocery chains' health-conscious, well-informed customer base which is ideal for our products. This is the first distribution agreement with a highly respected and successful health food retailer in the U.S. This is a terrific partnership and we look forward to much success in the months and years to come.”

“This deal is the result of an ongoing focused business

development plan intended to secure distribution agreements with multiple retail chains and to grow the revenue base”, he added.

About AKiN's & Chamberlin's

AKiN's Natural Foods (www.akins.com) is a respected health food retail chain that sells organic foods, health care supplements and alternative medicine books. At AKiN's Natural Foods, a board oversees all of the products that the company sells, and constantly reviews these items to ensure that they meet the highest organic standards for quality.

Chamberlin's Natural Foods Markets (www.chamberlins.com) offers high-quality natural food products, while also providing educational opportunities and special events for customers. The store sells wholesome baked goods, fresh organic produce, natural personal care products and healthy produce.

About BlueOcean

BlueOcean NutraSciences Inc. is a Canadian public listed company (TSXV:BOC) whose mission is to develop effective, innovative and sustainable products from Natural Sources, to improve the lives of its customers. BlueOcean's first specialty ingredient is its patent protected shrimp oil which is the base for its current three consumer brands. 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 \$4Bn omega-3 heart health market, the \$9Bn joint health market and the \$10Bn sports supplement market. BlueOcean markets its shrimp oil ingredient through a

number of consumer brands that are formulated to target these specific markets.

BlueOcean currently markets its shrimp oil under three consumer brands: Pure Polar(R) Omega-3 Shrimp Oil, Joint AX™ and Sport AX™. Products may be purchased online at purepolarshrimp.com, joint-ax.com and sport-ax.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.

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