

*SOURCE: Neptune Technologies & Bioresources Inc.*

## **NKO® Ambassador John Elway to Speak at SupplySide MarketPlace (NYC) and to Visit Neptune's Booth**

**Laval, Québec, CANADA – May 3, 2012** – Neptune Technologies & Bioresources Inc. (“Neptune”) (NASDAQ.NEPT - TSX.NTB) today announced that John Elway will be speaking at SupplySide MarketPlace on May 10, 2012 at the Javits Center in New York City. Elway, a proponent of Omega3s and Ambassador of Neptune Krill Oil™ (NKO®), will take the opportunity to meet with investors and partners and will stop at Neptune's booth to meet with participants at the show.

This will be the first public appearance of John Elway as NKO® ambassador since the announcement of the partnership on March 27. “I've experienced improvement and benefits after having started using NKO® on a daily basis and I'm excited to share my experience,” Mr. Elway said.

Omega 3 Marine Phospholipids supplements are among the most popular dietary supplements on the market and are backed by a growing body of science showing a range of health benefits.

“John Elway's personal health experience with NKO® shows the powerful impact that we can have on individual health, and his involvement at this level will have an equally powerful impact on increasing public health awareness about the different options available even within the Omega-3 category,” said Jon Benninger, Vice President of VIRGO's Health and Nutrition Network “It is an honor to have him at SupplySide and involved in our industry.”

### **About Neptune Technologies & Bioresources Inc.**

Neptune is an industry-recognized leader in the innovation, production and formulation of science-based and clinically proven novel phospholipid products for the nutraceutical and pharmaceutical markets. The Company focuses on growing consumer health markets including cardiovascular, inflammatory and neurological diseases driven by consumers taking a more proactive approach to managing health and preventing disease. The Company sponsors clinical trials aimed to demonstrate its product health benefits and to obtain regulatory approval for label health claims. Neptune is continuously expanding its intellectual property portfolio as well as clinical studies and regulatory approvals. Neptune's products are marketed and distributed in over 30 countries worldwide.

### **About Acasti Pharma Inc.**

Acasti Pharma (TSXV: APO) is developing a product portfolio of proprietary novel long-chain omega-3 phospholipids. Phospholipids are the major component of cell membranes and are essential for all vital cell processes. They are one of the principal constituents of High Density Lipoprotein (good cholesterol) and, as such, play an important role in modulating cholesterol efflux. Acasti Pharma's proprietary novel phospholipids carry and functionalize the polyunsaturated omega-3 fatty acids EPA and DHA, which have been shown to have substantial health benefits and which are stabilized by astaxanthin, a potent antioxidant. Acasti Pharma is focusing initially on treatments for chronic cardiovascular and cardiometabolic conditions within the over-the-counter, medical food and prescription drug markets.

### **About NeuroBioPharm Inc.**

NeuroBioPharm is pursuing pharmaceutical neurological applications, and a clinical study for a medical food product with a multinational partner is already initiated. The development of a prescription drug candidate is currently in progress. Advanced clinical development and commercialization is planned to be carried out with multinational partners.

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