

SOURCE: Neptune Technologies & Bioresources Inc.

Neptune Signs John Elway, NFL Hall-of-Famer, as Official Brand Ambassador

Laval, Québec, CANADA, March 27, 2012 Neptune Technologies & Bioresources (NASDAQ: NEPT) (TSX: NTB) is very excited to announce that the company has entered into a multi-year partnership with former NFL (National Football League) Super Bowl Champion and Hall-of Fame quarterback, John Elway.

“I started feeling better soon after taking Neptune Krill Oil (NKO®) on a daily basis. The health benefits were so significant, that I wanted to be a part of their success in the Omega-3 market worldwide,” said John Elway. “There is no doubt in my mind that NKO® improves cholesterol levels, alleviates joint pain, reduces inflammation and helps with neurological conditions. Furthermore, Omega-3’s are rapidly showing promises proving to be beneficial for those who have experienced concussions” he added.

[John Elway's Testimonial Video - Just Krillin with NKO](#)

“In his amazing 16 year career, which included two Super Bowl Championships, a Super Bowl MVP, an NFL MVP award, and nine NFL Pro Bowls, John Elway is easily one of the most recognizable and successful athletes of all time,” said André Godin, CFO.

John Elway retired in 1999 and statistically was the second most prolific passer in NFL history. He is currently Executive Vice President of Football Operations for the Denver Broncos in addition to being part owner of four successful Elway’s Restaurants and the same number of automobile dealerships bearing his name.

“This is an exceptional day for our company and we could not be more pleased to partner with one of the best professional football players to ever play the game,” said Henri Harland, CEO and President. “Neptune strives to be the best at every level to ensure that we generate the highest level of value creation for our shareholders. The addition of John Elway to our team is consistent with that philosophy” he added.

[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.

"Neither Nasdaq nor the TSX nor its Regulation Services Provider (as that term is defined in the policies of the TSX) accepts responsibility for the adequacy or accuracy of this release."

Neptune Contact:

Neptune Technologies & Bioresources Inc.
André Godin, CFO
+1.450.687.2262
a.godin@neptunebiotech.com
www.neptunebiotech.com

Howard Group Contact:

Dave Burwell
(888) 221-0915
dave@howardgroupinc.com
www.howardgroupinc.com

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