

Neptune Technologies and Inovail successfully launch OmegaGen® in Australia and New Zealand

-----Additional product launches expected - OmegaGen® Cardio, Myadec NKO®, GenFlex NKO® - for cardiovascular and joint health-----

Singapore, March 27th, 2008– Neptune Technologies & Bioresources Inc. (“Neptune”) (NASDAQ.NEPT - TSX.V.NTB) through its regional distributor, Azpa International Pty Ltd and its commercial pharmaceutical partner Inovail Pty Ltd (“Inovail”), subsidiary of the Singapore-based company Invida Pharmaceutical Holdings Pte Ltd, announce the successful launch of OmegaGen® as a complimentary medicine in Australia and New Zealand. OmegaGen®, containing Neptune Krill Oil (NKO®), is initially distributed through retail pharmacies, health food stores and healthcare professionals.

Inovail will partner with the affiliated Australian Commercialization Service Provider, PharmaLink, ranking amongst the top five sales organizations in the Australian Pharmaceutical industry, to market OmegaGen® to Australian healthcare professionals. To ensure that most patients can benefit from the innovative OmegaGen® formulations, Inovail’s short-term marketing objective is to gain distribution in three thousand pharmacies.

“It is estimated that 25% of the adult Australian population take omega-3 containing products regularly for cardiovascular, arthritis, mental and skin health as well as general well being,” said Dr. Tina Sampalis, Chief Scientific Officer of Neptune. “Our strong clinical evidence and established credibility in the industry will help OmegaGen® achieve high levels of medical endorsement of NKO® as a natural, evidence-based option for chronic cholesterol and inflammation management.

“We are very excited to be the first to launch Neptune Krill Oil, an exceptional and innovative product. We expect to gain rapid and deep penetration of the pharmacy and other healthcare channels,” said Peter Mayrick from Inovail. “Our market research has indicated that when health professionals and consumers of Omega 3 fatty acids are presented the clinical evidence for Neptune Krill Oil they are suitably impressed. We seek to expand the complimentary medicine franchise with the launch of Myadec NKO® planned for April 2008 and of GenFlex® NKO in May 2008,” he added.

About Invida Pharmaceutical Holdings Pte. Ltd.

Invida Pharmaceutical Holdings Pte. Ltd. is the holding company of Pharmalink, the leading pharmaceutical and healthcare commercialization provider in Asia Pacific; and Inovail, an independently-managed specialty pharmaceutical company focused on market-driven innovation in the areas of dermatology, complementary oncology and female healthcare. Headquartered in Singapore, Invida’s focus is in the Asia Pacific region, where it has offices in 13 countries. Invida’s shareholders include Temasek

Holdings, Quintiles Transnational and the Zuellig Group. More information about Invida can be found at www.invida.com.

About Neptune Technologies & Bioresources Inc.

Neptune researches and develops proprietary bioactive ingredients and products for nutraceutical, medical food and pharmaceutical applications. Through clinical research, Neptune is showing the clinical benefits of its products in various therapeutic indications with a focus on cardiovascular and cognitive health. The Company has been successful in patenting and protecting its intellectual property, and will continue to protect its innovations. Neptune has already obtained regulatory approvals allowing commercialization of its products and has filed for and is expecting additional approvals.

Neptune continues to strongly support its strategic development plan to form partnerships/strategic alliances with worldwide leaders in the nutraceutical and pharmaceutical industries. Neptune has recently signed agreements with Nestlé and Yoplait, worldwide leading food manufacturers, paving its entrance into the global functional food market. According to its business strategy, negotiations with pharmaceutical companies with the objective of entering the pharmaceutical market by licensing rights are ongoing.

About Cholesterol

Important risk factors for cardiovascular disease are abnormal levels of lipids such as triglycerides and cholesterol. Increased levels of low density lipoprotein (LDL - “bad cholesterol”) and decreased levels of high density lipoprotein (HDL - “good cholesterol”) promote plaque formation and atherosclerosis potentially leading to heart attacks. Statins are commonly used as the standard of care to decrease LDL. The \$30 billion statin market includes medications such as Lipitor®, Zocor® and Crestor®. However, statins do not effectively address the unmet treatment need of raising HDL resulting in a significant market opportunity for effective and safe regimens such as offered by Neptune products.

Neither NASDAQ nor TSX venture exchange accepts responsibility for the adequacy or accuracy of this press release.

Invida Contact:

Mr Gareth Finch
Palin Communications
Australia
Tel +61 2 9420 1387
Mob. 0409 747 157
Email. gareth@palin.com.au

###

Statements in this press release that are not statements of historical or current fact constitute "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995 and Canadian securities laws. Such forward-looking statements involve known and unknown risks, uncertainties, and other unknown factors that could cause the actual results of the Company to be materially different from historical results or from any future results expressed or implied by such forward-looking statements. In addition to statements which explicitly describe such risks and uncertainties, readers are urged to consider statements labeled with the terms "believes," "belief," "expects," "intends," "anticipates," "will," or "plans" to be uncertain and forward-looking. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in the Company's reports filed with the Securities and Exchange Commission and the Canadian securities commissions.