

PRESS RELEASE

For Immediate Distribution

Blue Zen Expands Business and Controlling Shareholders Agree To Voluntary Escrow

Montreal, Canada, March 9, 2011 — Blue Zen Memorial Parks Inc. ("Blue Zen" or the "Company") (CNSX:BZM), a Company that specializes in the investment, development, and asset management of memorial parks and other real estate developments in the People's Republic of China ("PRC"), today announced that it has expanded its business to include the sales, marketing and development of high-end retirement and wellness properties. The Company also announced that Sun Thinktank Creative Holdings Limited ("STC") and Edmond Yee Tai Yao, nominee shareholder for Jiangsu Tiandilong Land Resource Technology Co. Ltd. ("Tiandilong") have signed a Standstill Agreement for their collective holding of 45 million common shares that are currently held in regulatory escrow.

China is encountering enormous demand for luxury retirement facilities and wellness programs, fuelled by the escalating retirement of China's aging, affluent urban population. To respond to this rapid growth in demand, Blue Zen is expanding its holdings to encompass a broad range of services and facilities for China's seniors, in addition to its memorial parks development business. Accordingly, Blue Zen has entered into a partnership agreement ("Agreement") with Sun Thinktank Creative Holdings Limited to work together on a project situated in Weihai, Shandong Province ("Weihai Project").

Under the terms of the Agreement, Blue Zen will provide resource integration and marketing services for the Weihai project for which Blue Zen will receive 7.5% of the total expected project revenue of RMB 4 billion, or approximately 46 million Canadian dollars.

The Weihai Project is a high-end retirement and wellness real estate development located in the seaside city of Weihai, Shandong Province. Weihai is often referred to as "the Hawaii of Asia." A famous port and tourist destination, Weihai has over 600 miles of coastline and is the recipient of the United Nations World Habitat Award, and designated as one of the most livable and environmental-friendly cities in the world. Weihai's rich attractions include world-class gardens, animal parks, golf courses, and 5-star resort hotels, as well as exclusive, private living facilities.

This project has a total sellable area of 450,000 square meters that will be developed and sold over a 48 month period:

- Phase I development is 12,000 square meters of the community's premium villas.
- Phase II development is 40,000 square meters of the community's second set of premium villas.
- Phase III development is 400,000 square meters of the community's apartment and condo units.

Construction of the facilities is well underway. The Phase I premium villas, as well as the hotel reception area, and conference center have already been completed. Sales will commence May 1st and it is expected that all of Phase 1 will be sold prior to year end.

In a recent interview in Beijing, P.R. China, Dr. Bruno Wu, Chairman of STC and Mr. Jiang Jiaping, Chairman of Tiandilong and director of Blue Zen, spoke of the significance of their decision not to sell, transfer or dispose of any of their 45 million shares in Blue Zen, prior to June 30, 2012. Dr. Wu said, “We are doing this to signal our confidence and commitment to Blue Zen and its future. This company has enormous long term potential which we are confident will be realized in the coming years. An investment in Blue Zen is an investment in building something solid, something to last. This is not an appropriate investment for the short sighted players. We trust this escrow decision will set the tone for Blue Zen and its future.” Mr. Jiang added, “We are encouraged by the support given to us by our fellow Blue Zen shareholders. Development of our first Memorial Park in Yixing Province remains on track while we pursue our new and promising business expansion opportunities.”

About Blue Zen Memorial Parks Inc.

Blue Zen Memorial Parks Inc. specializes in investment, development, and asset management of Memorial Parks and other real estate developments in the People’s Republic of China.

The Company’s current total of issued and outstanding common shares is 58,901,420 of which 45 million shares are subject to escrow and the Standstill Agreement.

About Sun Thinktank Creative Holdings Limited (“STC”)

STC is a private company incorporated in the British Virgin Islands on October 29, 2007 specializing in business development, public relations and marketing, and investment management for start-up and high-potential companies in China.

About Tiandilong and Chairman Jiang Jiaping

Tiandilong is a private company incorporated in the PRC and its Chairman Jiang Jiaping is a senior economist at the Nanjing University of Technology, the Chairman of Jiangsu World Dragon Group, a leading copper cable production company with nearly RMB20 billion in sales, and CEO of Hong Kong Masson Group. He is also a member of the All-China Federation of Industry & Commerce, a director of the China Society for Promotion of Commerce Program, the Vice-Chairman of the Yixing Federation of Industry & Commerce, and the Vice-President of the Yixing Charity Federation. Mr. Jiang received his EMBA from the University of Nanjing in 2006.

About Weihai Jinyang Group

Weihai Jinyang Group is a developer and operator of cultural real estate development projects and a property manager of tourist attractions. The company is split into 5 main divisions: Management and administration center, financial center, Marketing center, Project construction center and the Beijing Operations Center and controls 3 different

subsidiary companies: Weihai Jinyang Cultural Broadcasting Co. Ltd., Weihai Jinyang Tourism and Development Co. Ltd. and Weihai Jinyang Art Education Organization.

Safe Harbor Statement

This news release contains statements that constitute "forward-looking information" or "forward-looking statements" within the meaning of applicable securities legislation.

This forward-looking information is subject to numerous risks and uncertainties, certain of which are beyond the control of Blue Zen Memorial Parks Inc. Actual results or achievements may differ materially from those expressed in, or implied by, this forward-looking information. No assurance can be given that any events anticipated by the forward-looking information will transpire or occur, or if any of them do so, what benefits that Blue Zen will derive therefrom. Forward-looking information is based on the estimates and opinions of Blue Zen's management at the time the information is released and Blue Zen does not undertake any obligation to update publicly or to revise any of the forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by applicable securities laws.

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