

March 23, 2016



Oculus Innovative Sciences Announces Multi-Year Licensing Agreement with Manna Pro Products, LLC, for MicrocynAH® Animal Healthcare Products

ST. LOUIS and PETALUMA, Calif., March 23, 2016 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (NASDAQ:OCLS, warrants OCLSW), a specialty pharmaceutical company that develops and markets solutions for the treatment of dermatological conditions and advanced tissue care, today announced a multi-year licensing agreement with Manna Pro Products, LLC, (www.mannapro.com) for the entire family of MicrocynAH® animal healthcare products for the North American large animal and farm/home market.

“Oculus is a leader in the development of advanced animal healthcare products based upon the acclaimed Microcyn Technology,” said John Howe, CEO of Manna Pro Products. “At Manna Pro our key focus is to bring innovative and high quality products to our customers. MicrocynAH products offers superior efficacy, safety and shelf life as compared to other wound and skin care products on the market today. We are delighted to be partnered with Oculus and we look forward to them continuing to advance their Microcyn Technology to offer additional new and innovative products.”

Manna Pro began shipping the MicrocynAH products to customers in March 2016. For more information visit www.mannapro.com.

“We are excited to join forces with Manna Pro, the premier name in large animal nutrition and healthcare,” said Jim Schutz, Oculus CEO. “This enables us to bring the clinically proven MicrocynAH wound care, eye and ear care, and dermatology products into the mainstream farm and home market with an emphasis on equine, bovine, poultry, dogs and cats. Our portfolio of advanced all-animal MicrocynAH products formulated with our proven Microcyn® Technology platform are second to none with over 53 issued patents and 13 FDA clearances. This technology has proven itself successful in over 30 human and animal clinical studies from around the globe.”

Animal Healthcare Market

According to the Freedonia Group, an international industry market research firm, the demand for animal health products in the United States is forecast to increase 3.9% annually to \$12.7 billion in 2016. Animal healthcare is a relatively recession-resistant industry as it is regarded as a necessary expense of animal ownership or husbandry. Furthermore, as pet owners increasingly treat their companion animals as members of the family, pets' lifespans will continue to lengthen, driving strong sales of health products.

About Manna Pro

Manna Pro produces high-quality animal nutrition and care products for a broad range of animals. Its largest group of products is associated with horses, but the company also produces feed for backyard poultry and goats, rabbits, cattle, pigs, and companion animals. Manna Pro's product lines primarily serve the "lifestyle farmer" market – people who own acreage with farm animals, and operate their farms as a hobby rather than a business. The company's flagship product – Calf-Manna® – has been a staple of animal owners for more than 80 years. In December 2015, Manna Pro also announced it had expanded significantly into the companion animal market (dogs, cats, other small animals) with the acquisition of Nutri-Vet® and Petnology Essentials™. More information can be found at www.mannapro.com. For more information, visit www.mannapro.com.

About Oculus Innovative Sciences, Inc.

Oculus Innovative Sciences is a specialty pharmaceutical company that develops and markets solutions for the treatment of dermatological conditions and advanced tissue care. The company's products, which are sold throughout the United States and internationally, have improved outcomes for more than five million patients globally by reducing infections, itch, pain, scarring and harmful inflammatory responses. The company's headquarters are in Petaluma, California, with manufacturing operations in the United States and Latin America. European marketing and sales are headquartered in Roermond, Netherlands. More information can be found at www.oculusis.com.

Forward-Looking Statements

Except for historical information herein, matters set forth in this press release are forward-looking within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including statements about the commercial and technology progress and future financial performance of Oculus Innovative Sciences, Inc. and its subsidiaries (the "Company"). These forward-looking statements are identified by the use of words such as "continuing," "advance," and "shipping," among others. Forward-looking statements in this press release are subject to certain risks and uncertainties inherent in the Company's business that could cause actual results to vary, including such risks that regulatory clinical and guideline developments may change, scientific data may not be sufficient to meet regulatory standards or receipt of required regulatory clearances or approvals, clinical results may not be replicated in actual patient settings, protection offered by the Company's patents and patent applications may be challenged, invalidated or circumvented by its competitors, the available market for the Company's products will not be as large as expected, the Company's common stock and warrants may be delisted from NASDAQ, the Company's products will not be able to penetrate one or more targeted markets, revenues will not be sufficient to fund further development and clinical studies, the Company may not meet its future capital needs, the Company may not be able to obtain additional funding, as well as uncertainties relative to varying product formulations and a multitude of diverse regulatory and marketing requirements in different countries and municipalities, and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission including its annual report on Form 10-K for the year ended March 30, 2015. The Company disclaims any obligation to update these forward-looking statements, except as required by law.

Oculus®, Microcyn® Technology and MicrocynAH® are trademarks or registered trademarks of Oculus Innovative Sciences, Inc. All other trademarks and service marks are the property of their respective owners.

Media and Investor Contact:

Oculus Innovative Sciences, Inc.

Dan McFadden
VP of Public and Investor Relations
(425) 753-2105
dmcfadden@oculusis.com

Primary Logo

A rectangular box with a thin black border, intended for the primary logo of Oculus Innovative Sciences, Inc.

Source: Oculus Innovative Sciences, Inc.