

January 31, 2017



Sonoma Pharmaceuticals Appoints Marc Umscheid as Chief Strategy and Marketing Officer

PETALUMA, Calif., Jan. 31, 2017 (GLOBE NEWSWIRE) -- Sonoma Pharmaceuticals, Inc. (NASDAQ: SNOA, warrants SNOAW), today announced the appointment of Marc Umscheid as chief strategy and marketing officer. Previously, Umscheid worked at the Clorox Company where he most recently served as senior marketing director and business development team leader.

As CSO/CMO at Sonoma, Umscheid will direct overall global strategy and marketing efforts while facilitating continued revenue growth across the Sonoma Pharmaceutical product portfolio, which includes dermatology, advanced wound care and animal healthcare products. Umscheid will report directly to Sonoma CEO Jim Schutz.

"Marc's expertise in global marketing and business development at a respected consumer products company makes him a fantastic addition to our fast-growing company," said Jim Schutz, Sonoma CEO. "His proven record of building brands organically as well as vetting acquisition and partnerships opportunities makes him an ideal fit for Sonoma Pharmaceuticals. We expect Marc to help us focus on nearer-term profitability while continuing our strong growth in the prescription dermatology market."

Umscheid is a graduate of Cornell University, where he received both a BS in business management/finance and an MBA from the Johnson Graduate School of Management.

Sonoma Pharmaceuticals initiated a strategic turnaround plan in April 2014, at which time the company installed new members to the board of directors, appointed a new CEO and continued to expand the company's seasoned dermatology sales team. The company's current product portfolio consists primarily of dermatology and advanced tissue care products based upon the company's two proprietary and patented technologies, Microcyn® and Lipogrid®.

About Sonoma Pharmaceuticals, Inc.

Sonoma Pharmaceuticals (formerly 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.sonomapharma.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 Sonoma Pharmaceuticals, Inc. and its subsidiaries (the “Company”). These forward-looking statements are identified by the use of words such as “will pay,” “expected” and “delivered,” 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 fiscal year ended March 31, 2016. The Company disclaims any obligation to update these forward-looking statements, except as required by law.

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