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PetSmart® Launches the MicrocynAH® Family of Pet Healthcare Products for Dogs, Cats, Birds, Reptiles and Small Animals

PHOENIX and PETALUMA, Calif., Feb. 28, 2017 (GLOBE NEWSWIRE) -- Sonoma Pharmaceuticals, Inc. (NASDAQ: SNOA, warrants SNOAW), today announced that PetSmart, Inc., the leading pet specialty retailer in North America, has launched the company's MicrocynAH® family of animal healthcare products this month with complete chain-wide availability of the products in 1,500-plus PetSmart stores across North America.

"We are excited to offer this comprehensive family of one-step wound, skin, eye and ear care pet products to our health and wellness-conscious pet parents," said Sherry Jane Love, VP of hard goods merchandising, PetSmart, the buying area for problem-solution pet products. "These products join our strong Problem-Solution offerings and bring forward new ways pet parents can tackle various challenges they may face with their pets."

MicrocynAH products available this spring at all PetSmart stores include: Wound & Skin Care Spray, Wound & Skin Care Hydrogel, Ophthalmic Gel, Eye & Ear Wash, Anti-Itch Gel Spray with Dimethicone and Hot Spot Gel Spray with Dimethicone. The products are well suited for dogs, cats, birds, reptiles and other small animals and are based upon the clinically proven Microcyn® Technology with 53 patents, 30-plus clinical studies and 15 FDA clearances. This line of products has successfully treated over ten million patients worldwide.

"We are eager to provide PetSmart pet parents with the latest advance in animal healthcare," said Dan McFadden, Sonoma VP of animal wellness. "All these products were originally created for human healthcare—and once demonstrated to be both safe and highly efficacious in that two-legged realm—were refined and customized for use with companion animals. With superior shelf stability and no-sting, safe-as-saline formulations, pet parents will be amazed with the fast-acting performance of MicrocynAH."

About PetSmart®

PetSmart, Inc. is the largest specialty pet retailer of services and solutions for the lifetime needs of pets. At PetSmart, we love pets, and we believe pets make us better people. Every day with every connection, PetSmart's passionate associates help bring pet parents closer to their pets so they can live more fulfilled lives. This vision impacts everything we do for our customers, the way we support our associates and how we give back to our communities. We employ approximately 55,000 associates, operate approximately 1,500 pet stores in the United States, Canada and Puerto Rico and 204 in-store PetSmart® PetsHotel® dog and cat boarding facilities. PetSmart provides a broad range of competitively priced pet food and pet

products and offers dog training, pet grooming, pet boarding, PetSmart Doggie Day Camp day care services and pet adoption services in-store. Our portfolio of digital resources for pet parents – including PetSmart.com, PetFoodDirect.com, Pet360.com and petMD.com – offers the most comprehensive online pet supplies and pet care information in the U.S. Through our in-store pet adoption partnership with independent nonprofit organizations, PetSmart Charities® and PetSmart Charities™ of Canada, PetSmart helps to save the lives of more than 500,000 homeless pets each year. In Sept. of 2016, PetSmart announced that it had hit a major milestone: 7 million pets adopted through its in-store adoption program since starting this effort in the late 1980s.

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 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.

Sonoma Pharmaceuticals® and Microcyn® Technology are trademarks or registered trademarks of Sonoma Pharmaceuticals, Inc. All other trademarks and service marks are the property of their respective owners.

Media and Investor Contact:

Sonoma Pharmaceuticals, Inc.
Dan McFadden
VP of Public and Investor Relations
(425) 753-2105
dmcfadden@sonomapharma.com



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