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Oculus Innovative Sciences Launches Microcyn(R) Wound Care for U.S. Podiatry Market

Initial Commercialization Targets Ten Key Metropolitan Regions

PETALUMA, Calif.--(BUSINESS WIRE)--

Oculus Innovative Sciences, Inc. (Nasdaq: OCLS) today announced that it has launched its Microcyn Wound Care product into the U.S. podiatry market. The product, which has received three FDA 510(k) clearances for use in moistening, lubricating, cleaning and debriding wounds, is available to podiatrists for treatment of, and distribution to, their patients.

"We have begun marketing Microcyn Technology for the U.S. wound care market with an initial focus on the podiatry opportunity," said Hoji Alimi, CEO and founder of Oculus. "Based upon our clinical trial success and positive feedback from our sampling program to U.S. physicians over the past year, we have generated valuable insights into how medical professionals use Microcyn to treat patients. Podiatry was one of the areas in which we witnessed significant patient benefits and positive physician response. By using the services of a contract sales organization, we're able to effectively launch Microcyn in the United States while continuing to reduce our overall expenses."

Results of market analysis and positive product trial of Microcyn Wound Care among U.S. podiatrists have led Oculus to focus its launch initially in New York City/Long Island, Northern New Jersey, Miami, Tampa Bay/St. Petersburg, Chicago, Detroit, Dallas/Ft. Worth, Phoenix, San Jose/San Francisco, and Orange County/Los Angeles. The company contracted a professional marketing and sales management group to spearhead a 10-member sales force in this initial sales effort. Each sales representative's efforts will be supported by advisory boards consisting of practicing podiatrists in their respective sales territory. Upon successful completion of this multi-region introduction, the company plans to expand marketing efforts into other U.S. regions, reaching the more than 15,000 podiatrists in the United States.

Oculus is also pursuing a U.S. drug approval using a different formulation of the Microcyn Technology. The company intends to secure a partner that will assume clinical, regulatory, and commercial responsibilities along with costs for the drug formulation approval.

Microcyn Wound Care is available in 8 oz. and 500 ml. bottles. Medical professionals interested in evaluating and purchasing the Microcyn Wound Care product may do so by phoning 1-800-400-0056 and then dial "0". More information can be found at <http://www.syncom.net/products/microcyn1a.php>.

About Oculus

Oculus Innovative Sciences develops, manufactures and markets a family of products based upon the Microcyn(R) Technology platform, which is intended to help prevent and treat infections in chronic and acute wounds. The Microcyn Technology platform features a biocompatible, shelf-stable solution containing active oxychlorine compounds that is currently commercialized primarily in Europe, India, China and Mexico for the treatment of infected wounds. The solutions derived from this platform have demonstrated, in a variety of research and investigational studies, the ability to treat a wide range of pathogens, including antibiotic-resistant strains of bacteria (including MRSA and VRE), viruses, fungi and spores. A recent Phase II clinical trial of Microcyn Technology conducted in the U.S. met its primary endpoints of safety and efficacy for the treatment of mildly infected diabetic foot ulcers.

Oculus also develops, manufactures and markets a number of devices and products under 510(k) regulatory approvals to professionals and consumers. The company's headquarters are in Petaluma, California, with operations in Europe and Latin America. More information can be found at www.oculusis.com.

Forward-Looking Statements

Except for historical information herein, some 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 our ability to effectively launch into the podiatry market, our ability to continue to reduce the Company's overall expenses and our ability to expand beyond the initial 10 markets into other U.S. regions. These forward-looking statements are identified by the use of words such as "continuing," "reduce," "plans," "expand," and "reaching," 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 risks inherent in the development and commercialization of potential products, the risk that regulatory clinical and guideline developments may change, the risk that scientific data may not be sufficient to meet regulatory standards or receipt of required regulatory clearances or approvals, the risk that clinical results may not be replicated in actual patient settings, the risk that protection offered by our patents and patent applications may be challenged, invalidated or circumvented by our competitors, the risk that present treatment trends will continue and that the available market for our products will not be as large as expected, the risk that our products will not be able to penetrate one or more targeted markets, the risk that our work force is inadequate to implement our business plan, the risk that we are unable to identify or align ourselves with strategic partners, the risk that revenues will not be sufficient to fund further development and clinical studies, the Company's future capital needs, and its ability to obtain additional funding and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission including the annual report on Form 10-K for the year ended March 31, 2008. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements.

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NOTE TO MEDIA: High-resolution product photos available at:
<http://www.oculusis.com/us/media/>

Source: Oculus Innovative Sciences, Inc.