

December 4, 2008



Oculus Innovative Sciences Announces Vetericyn(TM) Wound Spray for Animals to be Distributed in over 1,000 PetSmart Stores

Advanced Wound Care Solution Formulated with the Revolutionary Microcyn(R) Technology

PETALUMA, Calif.--(BUSINESS WIRE)-- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS), a biopharmaceutical company that develops, manufactures and markets a family of products based upon the Microcyn(R) Technology platform, which is intended to treat infections in chronic and acute wounds, announced today that the company's Vetericyn(TM) Wound Spray for animals will become available in all North American PetSmart stores beginning mid-February 2009.

According to Karen Hayes, DVM, and author of How to be the Perfect Horsekeeper, "My experience has been that infectious organisms in old, non-healing wounds are stunned by the ability of Vetericyn to penetrate into their formerly safe hiding places. I've also seen a great response when using Vetericyn on wounds that have become chronic despite regular care with traditional treatments."

Non-irritating and antibiotic-free Vetericyn(TM) Wound Spray (formulated with the Microcyn Technology) helps rinse, debride and eliminate odors in wounds and is scientifically designed for a wide variety of wounds, ulcers and abrasions in both companion pets and horses. Vetericyn(TM) Wound Spray is pH neutral, non-flammable, and does not cause skin or eye irritation. Pet owners can use Vetericyn(TM) with the assurance that it is safe if ingested or licked.

Bruce Thornton, executive vice president of operations for Oculus said, "We're excited that PetSmart has become the first retail sales channel for this innovative advance in animal wound care. With over 1,000 stores in North America, PetSmart provides us with the opportunity to rapidly increase both brand awareness and adoption by a savvy, no-nonsense customer base that fully appreciates advances in pet wound care technology."

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 in the United States, 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 United States met its primary endpoints of safety and efficacy for the treatment of mildly infected diabetic foot ulcers. 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. These forward-looking statements are identified by the use of words such as "will become," "provides," and "increase," 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 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 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 quarterly report on Form 10-Q for the quarter ended September 30, 2008. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements.

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Source: Oculus Innovative Sciences, Inc.