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Oculus Innovative Sciences Announces Microcyn(R) Skin and Wound Cleanser with Preservatives Now Commercially Available in the United States

- Company Commercializes Newly FDA-Cleared Product
- Demonstrates Rapid In-Solution Activity Against a Broad Spectrum of Pathogens with 99.9999% Kill of MRSA, VRE and E coli in Just 30 Seconds

PETALUMA, Calif.--(BUSINESS WIRE)-- Oculus Innovative Sciences, Inc. (Nasdaq: OCLS), a healthcare company that develops, manufactures and markets a family of products based upon the Microcyn^(R) Technology platform, today commercialized its Microcyn(R) Skin and Wound Cleanser with preservatives in both professional and over-the-counter formulations. The professional product is indicated for use by health care practitioners to manage the debridement of wounds such as stage I-IV pressure ulcers, diabetic foot ulcers, post-surgical wounds, first- and second-degree wounds, grafted and donor sites. The OTC product is indicated for use in cleansing of dirt and debris from lacerations, skin abrasions, minor burns and minor irritations of the skin.

Microcyn(R) Skin and Wound Cleanser with preservatives, which received FDA 510(k) clearance in May of this year, has demonstrated rapid activity against a broad spectrum of gram-positive, gram-negative and yeast species with the following in vitro time kill method results in solution:

Name of Organism	Time to Kill	Percent Reduction
MRSA - Staphylococcus aureus	30 seconds	99.9999%
VRE - Enterococcus faecalis	30 seconds	99.9999%
Staphylococcus aureus	30 seconds	99.9999%
Escherichia coli	30 seconds	99.9997%
Acinetobacter baumannii	30 seconds	99.9999%
Bacteroides fragilis	30 seconds	99.9999%
Candida albicans	30 seconds	99.9999%
Enterobacter aerogenes	30 seconds	99.9999%
Enterococcus faecium	30 seconds	99.9999%

Haemophilus influenzae	30 seconds	99.9993%
Klebsiella oxytoca	30 seconds	99.9999%
Klebsiella pneumoniae	30 seconds	99.9999%
Micrococcus luteus	30 seconds	99.9999%
Proteus mirabilis	30 seconds	99.9999%
Pseudomonas aeruginosa	30 seconds	99.9998%
Serratia marcescens	30 seconds	99.9999%
Staphylococcus epidermidis	30 seconds	99.9998%
Staphylococcus haemolyticus	30 seconds	99.9999%
Staphylococcus hominis	30 seconds	99.9996%
Staphylococcus saprophyticus	30 seconds	99.9999%
Streptococcus pyogenes	30 seconds	99.9999%

"These impressive in vitro kill times further validate the Microcyn Technology's unique and proprietary mode of action. At the same time, the Microcyn solution is safe as saline," said Hoji Alimi, founder and CEO of Oculus. "This safety profile simply can't be equaled by silver-based products or even Dakin's solution, better known as diluted bleach, which actually impede wound healing. We're excited to make these products commercially available so quickly after receiving our FDA clearance in May. As well, we are also sampling our new Microcyn hydrogel formulations to U.S. physicians and are preparing to initiate a study of this proprietary hydrogel against other wound gels. We believe this data will provide the evidence necessary for a successful hard launch of the product into the medical community in early 2010."

Oculus, in partnership with its North American contract sales organization, Advocos, is marketing the Microcyn(R) Skin and Wound Cleanser with preservative to medical professionals. The professional formulation is available in both 500 mL and 250 mL dosing bottles as well as an 8 oz. spray bottle. For more information contact Advocos at (800) 759-9305, visit www.microcyn.com or email info@advocos.com.

The Microcyn(R) Skin and Wound Cleanser with preservative over-the-counter formulation for consumers is also now available in an 8 oz. spray bottle and a 250 mL dosing bottle. Each can be ordered for \$28 (including free ground shipping) online at www.microcyn.com or by calling (877) 572-0012.

Oculus is also currently sampling the new professional Microcyn Skin & Wound HydroGel formulation to U.S. medical professionals. The OTC version of the HydroGel product will be available to consumers beginning October 2009.

About Oculus

Oculus Innovative Sciences develops, manufactures and markets a family of products based upon the Microcyn(R) Technology platform, which includes new formulations designed to significantly reduce the need for antibiotics as it reduces infections. The Microcyn Technology platform features a biocompatible, shelf-stable solution that is currently commercialized in the United States, Europe, India, China and Mexico and select Middle East countries. Several 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, increase blood flow to the wound site, reduce both inflammation and pain while assisting in faster wound closure. The company's headquarters are in Petaluma, California, with operations in 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 the company's commercial and technology progress. These forward-looking statements are identified by the use of words such as "to make," "sampling," "preparing," and "will provide," 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, 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 the quarterly report on Form 10-Q for the quarter ended June 30, 2009. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements.

Oculus Innovative Sciences, Microcyn Skin and Wound Cleanser with preservatives and Microcyn Technology are trademarks or registered trademarks of Oculus Innovative Sciences, Inc. All other trademarks and service marks are the property of their respective owners. High-resolution product photos are available upon request.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6031540&lang=en>