

November 10, 2010



Oculus Innovative Sciences Launches Microcyn(R)-Compatible XuSorb(TM) Foam with Waterproof Cover Wound Dressing

Microcyn(R)-Compatible Foam Dressing Is Medicare and Medicaid Reimbursed

Product Launch - November 2010

PETALUMA, Calif.--(BUSINESS WIRE)-- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS), a commercial medical technology company that designs, produces and markets safe and effective tissue care products based upon the Microcyn(R) Technology platform, today introduced XuSorb(TM) Foam Wound Dressing with a waterproof polyurethane covering for the U.S. professional wound care and surgical market. Able to absorb four times more exudate than hydrocolloids, the latex-free XuSorb Foam delivers optimum results when applied to a wound following use of the company's Microcyn-based wound care products.

XuSorb(tm) Foam Wound Care Dressing is Compatible with Microcyn(r) Technology Wound Care Products. (Photo: Business Wire)

XuSorb Foam is a non-adhesive Microcyn-compatible foam dressing that delivers superior fluid handling while providing a barrier to contamination. It is suitable for many types of exuding wounds including leg ulcers, pressure ulcers, donor sites and partial- and full-thickness wounds. XuSorb maintains a moist wound-healing environment while its semi-permeable polyurethane covering permits water vapor transmission away from the wound.

Noridian Administrative Services LLC, which is the pricing, data analysis and coding contractor for the Medicare program, has assigned Medicare HCPCS code #A6210 to the XuSorb Foam.

"This is a logical extension to the Microcyn product line," said Hoji Alimi, founder and CEO of Oculus. "We expect the launch to contribute to our ongoing revenue growth moving forward. XuSorb is a synergistic follow-on step to provide healthcare professionals with a highly absorbent foam dressing that can compatibly protect wounds following the application of Microcyn solution or hydrogel."

Since July of this year, Oculus has undertaken an extensive sampling program with U.S. wound care professionals, secured Medicare and Medicaid reimbursement and will supply via a national U.S. distributor. Oculus' 77-person fully commissioned sales team will market the XuSorb Foam, available in ten-packs of single-wrap 4.5" x 4.5" and 6" x 6" sizes, beginning immediately. For more information, pricing or ordering visit <http://store.oculusis.com/> or phone 1-800-931-3205.

About Oculus Innovative Sciences

Oculus Innovative Sciences is a commercial medical technology company that designs, produces and markets safe and effective tissue care products based upon the Microcyn(R) Technology platform, which significantly reduces the need for antibiotics while reducing infections and accelerating healing. The Microcyn Technology addresses the need for improved solutions in multiple markets including dermatology, oral care, cosmeceutical, wound care and others. It features a biocompatible, shelf-stable solution that is currently commercialized in the United States, Europe, India, China and Mexico and select Middle East countries under various country specific regulatory clearances and approvals. 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; and reduce both inflammation and pain while assisting in faster wound closure. The company's headquarters are in Petaluma, California, with manufacturing operations in the United States and Latin America. More information can be found at www.oculusis.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 Company's commercial and technology progress and future financial performance. These forward-looking statements are identified by the use of words such as "expect" and "will market," 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, 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 annual report on Form 10-K for the year ended March 31, 2010. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements except as required by law.

Oculus, Microcyn, Microcyn Technology and XuSorb Foam are trademarks or registered trademarks of Oculus Innovative Sciences, Inc. All other trademarks and service marks are the property of their respective owners.

Editor Note: High-resolution product photos available upon request.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6501314&lang=en>

Source: Oculus Innovative Sciences, Inc.