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Oculus Innovative Sciences Announces Introduction of Alevicyn SG Antipruritic Spray Gel for Relief of Pain and Itch in Atopic Dermatitis

PETALUMA, Calif., Aug. 19, 2015 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (NASDAQ:OCLS), a specialty pharmaceutical company that develops and markets solutions for the treatment of dermatological conditions and advanced tissue care, today announced the launch of the company's new Alevicyn SG Antipruritic Spray Gel for the prescription market via the company's dermatology division, IntraDerm Pharmaceuticals. Formulated with the patented Microcyn® Technology, Alevicyn SG Antipruritic Gel is indicated to manage and relieve the burning, itching and pain experienced with various types of dermatoses, including radiation dermatitis and atopic dermatitis. It may be also used to relieve the pain of first- and second-degree burns, and helps to relieve dry waxy skin by maintaining a moist wound and skin environment, which is beneficial to the healing process. Alevicyn SG's unique formulation is a "spray-on" that does not run or drip after application and no "rubbing-in" is required on sensitive or difficult-to-access areas of the body. Oculus received FDA 510(k) clearance for the Alevicyn SG in May 2015 and is available nationwide at all chain and independent pharmacies via prescription.

"We're excited about building on our dermatology portfolio of products and believe Alevicyn SG is an exciting and advanced product offering for the professional dermatology community," said Jeffrey Day, president of IntraDerm Pharmaceuticals, Oculus' dermatology division. "Alevicyn SG's unique formulation is designed to help patients suffering from the effects of various inflammatory dermatoses and our Microcyn Technology has proven itself successful in both clinical studies and in daily clinical use for the resolution of various skin dermatoses, including relief of pain and itch associated with those skin afflictions."

The company's first U.S. dermatology products were introduced in late 2014 and early 2015 and include: Alevicyn Antipruritic Gel, which is for use by healthcare professionals in the management of pain, burning and itching associated with various dermatoses, including atopic and radiation dermatitis; and Alevicyn Dermal Spray, which is intended to be used by health care professionals in the management via debridement of wounds such as stage I-IV pressure ulcers, partial- and full-thickness wounds, diabetic foot ulcers, post-surgical wounds, first- and second-degree burns, grafted and donor sites; and Celacyn™ Prescription Scar Gel that is intended for the management of old and new hypertrophic and keloid scars resulting from burns, general surgical procedures and trauma wounds.

For more information or to order in the United States, healthcare professionals can call (855) 317-1107 or visit the IntraDerm web site at www.intraderm.com.

Atopic Dermatitis Market

In a 2009 GlobalData study, it was estimated the global atopic dermatitis therapeutics market delivered revenues of \$643 million in 2009. It is expected to grow to \$810 million at a Compound Annual Growth Rate (CAGR) of 3.4% by 2016. Globally, the United States remains the largest market for atopic dermatitis therapeutics, and generated revenue of \$402 million in 2009. It is forecast to reach \$582 million by 2016.

About IntraDerm Pharmaceuticals

A division of Oculus Innovative Sciences, IntraDerm Pharmaceuticals is a global dermatology enterprise with an initial focus on Microcyn-based dermatology products. The division's headquarters are in Petaluma, California with sales operations also in the Netherlands, and manufacturing operations in the United States and Latin America. More information can be found at www.intraderm.com.

About Oculus Innovative Sciences, Inc.

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.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 commercial and technology progress and future financial performance of Oculus Innovative Sciences, Inc. and its subsidiaries (the "Company"). These forward-looking statements are identified by the use of words such as "bring," "provide," and "enabling," 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 year ended March 31, 2015. The Company disclaims any obligation to update these forward-looking statements, except

as required by law.

Oculus®, Microcyn® Technology, Celeacyn™ and IntraDerm Pharmaceuticals™ are trademarks or registered trademarks of Oculus Innovative Sciences, Inc. All other trademarks and service marks are the property of their respective owners.

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