

March 20, 2013



Oculus Innovative Sciences Appoints Jerry McLaughlin to Its Board of Directors

PETALUMA, Calif., March 20, 2013 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS) announced today the appointment of John G. (Jerry) McLaughlin to its board of directors. In this role, he will also serve as a non-chairperson member to the company's audit committee and chair of the nominating and corporate governance committee.

McLaughlin has served as interim CEO of Applied BioCode, Inc., an emerging molecular diagnostic company, since November 2011. He also founded and currently serves as president and CEO of DataStream Medical Imaging Systems, Inc., which develops diagnostic imaging software applications that work in conjunction with existing digital radiology platforms. He previously served as president of DataFlow Information Systems, from July 2007 to December 2011, and president and CEO of CompuMed, Inc. from May 2002 to June 2007.

Previously, McLaughlin served in senior level marketing and sales positions at healthcare companies: Diagnostic Products Corporation (acquired by Siemens), UniPath (medical division of Unilever) and Boehringer Mannheim Diagnostics.

"We are pleased to add as our first new Oculus board member a sales and commercial expert," stated Jim Schutz, CEO of Oculus. "Jerry brings an extensive sales background in drugs, devices and diagnostics, in the United States and internationally, which is highly relevant as we lay the ground work for our continued commercialization efforts while concurrently spinning off our drug subsidiary, Ruthigen."

About Oculus Innovative Sciences

Oculus Innovative Sciences, Inc. (Nasdaq:OCLS) is a commercial healthcare company that designs, produces and markets innovative, safe and effective drugs, devices and nutritional products. Oculus is pioneering innovative solutions in multiple markets for the dermatology, surgical, wound care and animal healthcare markets, and has commercialized products in the United States, Europe, India, China, Mexico and select Middle East countries. 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 "serve," "spinning off" and "continued," 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, 2012. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements except as required by law.

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