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Photo Release -- Napa Valley Nutritionals, a Newly Formed Division of Oculus Innovative Sciences, Introduces Glucorein(TM) Medical Food for Management of Glucose Levels in Pre-Diabetics and Type 2 Diabetics

PETALUMA, Calif., April 19, 2012 (GLOBE NEWSWIRE) -- Napa Valley Nutritionals™ (www.nvnutritionals.com) headquartered in Sacramento, California, a newly created division of Oculus Innovative Sciences, Inc. (Nasdaq:OCLS), which focuses on green, healthy medical food products for diabetics, today announced the launch of company's first nutritional product, Glucorein™ Green Tea (www.glucorein.com) with chlorogenic acid. Glucorein was designed in conjunction with a teaching member of Harvard Medical School to be efficacious in reducing the incidence of type 2 diabetes, in large part based on a clinical study of over 17,000 patients. Glucorein is a medical food intended for the management of glucose levels in both pre-diabetics and type 2 diabetics under the supervision of a medical professional. Containing no artificial sweeteners or calories, Glucorein is formulated with all natural ingredients. Additional formulations in development from Napa Valley Nutritionals include a Robusta/Arabica blend of coffee and cranberry/lemon beverage for diabetics.

A photo accompanying this release is available at <https://www.globenewswire.com/newsroom/prs/?pkgid=12488>

Medical Food for Dietary
Management of Glucose

"As a diabetic myself, I'm pleased our company has the opportunity to introduce a uniquely formulated medical food that has personally and very positively impacted my health," said Hoji Alimi, founder and CEO of Oculus. "In healthcare, it is rare for a CEO to be able to discuss the impact of a new technology based upon first-hand experience. Coupled with the solid science and clinical studies behind the chlorogenic acid, I am very excited about the addition of Glucorein to Oculus' our growing technology portfolio while maintaining our guidance of \$3 million quarterly operating expenses."

Glucorein is currently being rolled out in Atlanta, Seattle and Northern California while being trialed by a number of medical professionals in the United States. Efforts are also underway to collaborate with existing and new partners in both the United States and internationally.

"I believe the introduction of Glucorein chlorogenic acid into the daily diet of both pre-

diabetics and type 2 diabetics could be one of the most important advances in the regulation of glucose in the past few decades," said Dr. Adam Landsman, assistant professor of surgery at Harvard Medical School. "Glucorein chlorogenic acid is proven effective in minimizing blood sugar spikes. In combination with a reasonable diet and exercise—and under the supervision of a medical professional—it could significantly improve the lives of diabetics around the globe."

Glucorein products are to be used under the supervision of a medical professional and are available by visiting www.glucorein.com or by phoning 1-888-259-6599. In addition to direct sales to healthcare professionals, Glucorein products will also be sold via OurDoctorStore physician web sites. OurDoctorStore is a unique online program that takes the age-old concept of in-office dispensing and offers this service to patients via a doctor's online store. With over 1,600 medical professionals now providing a customized "OurDoctorStore" to their patients, each unique storefront offers a myriad of healthcare product offerings including technologies specifically intended for diabetics. For more information, visit www.OurDoctorStore.com.

The Science of Chlorogenic Acid

A significant body of evidence exists which provides clear data on the mechanisms of action at work, the activity of, and impact chlorogenic acids may have with respect to blood glucose management:

- G-6-Pase translocase inhibitors such as chlorogenic acid may be useful for the reduction of inappropriately high rates of hepatic glucose output often found in type 2 (non-insulin dependent) diabetics and obese individuals.
- Strong plasma antioxidants, such as chlorogenic acid, may reduce LDL oxidation, positively impacting the quality of life of diabetic patients.
- Chlorogenic acid's ability to affect gastrointestinal hormones may delay glucose uptake in the small intestine and shift the site of glucose absorption to more distal parts of the intestine.
- Scientific studies have demonstrated that coffee consumption may have an inverse associated risk with developing type 2 diabetes.
- Chlorogenic acid has also demonstrated the ability to provide a slimming effect versus a placebo.

About Diabetes

- The World Health Organization (WHO) calls diabetes a "slow-motion catastrophe." From an estimated 30 million living with it in 1985, to 171 million in 2000, a minimum of 366 million people will have been diagnosed with diabetes by 2030. In 2012 alone, it will kill 3.2 million worldwide and is the seventh-leading cause of death in the United States.
- The National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)

estimates that 8.3 percent of the American population had diabetes in 2010, including 18.8 million who had already been diagnosed and another seven million who didn't know they have it. NIDDK estimates that as many as 79 million American adults over age 20—including half of adults over 65 —have pre-diabetes, abnormal blood sugar that increases their risk for type 2 diabetes, heart disease, and stroke.

- One of every five health care dollars spent in the United States is for someone with the disease. Medicare, the federal insurance program for seniors, pays 60 percent of the nation's annual \$83 billion diabetes-related hospital bill; Medicaid, the federal-state insurance program for low-income citizens, pays another 10 percent.

About Napa Valley Nutritionals

Napa Valley Nutritionals, a division of Oculus Innovative Sciences, develops and manufactures medical foods, which combine the best of science and nature. Established in 2011, the company's inaugural family of products is formulated with the clinically proven Glucorein™ chlorogenic acid. The company is headquartered in Sacramento, California. More information can be found at www.nvnutritionals.com.

About Oculus Innovative Sciences

Oculus Innovative Sciences is a *commercial healthcare* company that designs, produces and markets innovative, safe and effective healthcare products. Oculus is pioneering innovative solutions in multiple markets including dermatology, surgical, wound care, animal healthcare and others, and has commercialized products in the United States, Europe, India, China and 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 "collaborate," "addition," and "could be," 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, 2011. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements except as required by law.

Oculus, Microcyn, Napa Valley Nutritionals and Glucorein 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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