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Oculus Innovative Sciences Announces New Regulatory Approvals and Target Launch Dates for Three New Microcyn(R)-Based Products in Middle East Countries

PETALUMA, Calif., April 24, 2013 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS) a global healthcare company that designs, manufactures and markets prescription and non-prescription products in over 20 countries, today announced new regulatory approvals in Dubai, United Arab Emirates, Kuwait, and Iraq for three new Microcyn®-based consumer products: Face Cool™, a hydrogel for the treatment of acne and various dermatoses; Baby Cool™, a hydrogel for treatment of baby rash; and Lady Cool™, a feminine hygiene wash. All products are targeted to be launched in the fall of 2013.

Bruce Thornton, executive vice president of Oculus said: "We're excited to broaden our product portfolio in these key Middle East countries to include consumer products. The original Microcyn-based advanced wound management offerings have garnered acclaim from healthcare institutions throughout the region, many of which have reported a significant decline in healthcare costs as a result of reductions in infections, reduced antibiotic use and days of hospitalization. This cost-savings data was used in support of the regulatory filings for these newest consumer products."

Dr. Walid Yousef, vice president of Joseph & Gionis, Oculus' master distributor in the Middle East, added, "We are looking forward to the commercialization of these new and unique products this coming fall through our Dubai-based Microsafe Care Management subsidiary."

About Oculus Innovative Sciences

Oculus Innovative Science is a global healthcare company that designs, manufactures and markets prescription and non-prescription products in over 20 countries. The company's products are used to treat patients in surgical/advanced wound management, dermatology, women's health and animal health; addressing the unmet medical needs of these markets—while raising the standard of patient care and lowering overall healthcare costs. 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.

About Joseph and Gionis LLC

Joseph and Gionis, LLC is a premier consulting and biotechnology firm, which specializes in mergers, acquisitions and excellence of service in fields, which promote health, environment and welfare throughout the international arena. The company's expertise in international law, international business, cutting edge science and technology permits it to engage in a wide

range of portfolio experiences such as biotechnology, international capital trade, and major project construction and oil and gas. Joseph and Gionis has offices in Newport Beach, California and the United Arab Emirates. Please see the company's web site at www.JosephandGionis.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 "target," "broaden" and "commercialization," 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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CONTACT: Media and Investor Contact:

Oculus Innovative Sciences, Inc.
Dan McFadden
VP of Public and Investor Relations
(425) 753-2105

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