

April 16, 2015



Oculus Innovative Sciences Announces Launch of MicrocynAH(R) Farm and Ranch Animal Healthcare Products

- **Ten North American distributors have added MicrocynAH® animal healthcare products to their product portfolios since launch in February 2015**
- **Antibiotic-free MicrocynAH® helps create an optimal wound healing environment without the use of antibiotics, better enabling farmers and ranchers to support President Obama's five-year plan to fight the threat posed by antibiotic-resistant bacteria**
- **MicrocynAH® advanced animal healthcare products' safety and efficacy profiles validated by two major animal healthcare studies and over 30 human studies**
- **MicrocynAH® products provide superior shelf stability, photo stability, safety profile and pricing**

PETALUMA, Calif., April 16, 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 in both humans and animals, today announced the introduction of two new MicrocynAH® Farm and Ranch animal healthcare products. Intended for care of traumatic wounds, cuts abrasions, skin irritations, skin ulcers, post-surgical incisions, burns, scratches, rashes and irritated skin, both the MicrocynAH® Farm and Ranch Spray and the MicrocynAH® Farm and Ranch Hydrogel are manufactured with the original patented Microcyn® Technology.

Oculus has partnered with SLA Brands, one of the animal healthcare industry's premier sales organizations in the United States and Canada, to bring the MicrocynAH® products, including the new farm and ranch offerings, to market.

"The line extension of the MicrocynAH animal healthcare products into farm and ranch is simply the next logical step," said Michael Lasky, a partner in SLA Brands. "MicrocynAH's ability to help create an optimal wound healing environment without the use of antibiotics is most noteworthy, better enabling farmers and ranchers to support President Obama's five-year plan to fight the threat posed by antibiotic-resistant bacteria."

The first U.S. animal healthcare products included multiple sizes of the MicrocynAH Wound & Skin Care liquids, MicrocynAH Wound & Skin Care Hydrogels, MicrocynAH Pink Eye Spray, MicrocynAH Eye and Ear Wash and MicrocynAH Ophthalmic Gel.

For more information or to order in the United States and Canada, distributors and retailers can phone SLA Brands at (415) 747-1001. More information and a consumer online store are also available at www.microcynah.com.

Animal Healthcare Market

According to the Freedonia Group, an international industry market research firm, the demand for animal health products in the United States is forecast to increase 3.9% annually to \$12.7 billion in 2016. Animal healthcare is a relatively recession-resistant industry as it is regarded as a necessary expense of animal ownership or husbandry. Furthermore, as pet owners increasingly treat their companion animals as members of the family, pets' lifespans will continue to lengthen, driving strong sales of health products.

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 common stock and warrants may be delisted from NASDAQ, 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, 2014. The Company disclaims any obligation to update these forward-looking statements, except as required by law.

Oculus®, MicrocynAH® and Microcyn® Technology are trademarks or registered trademarks of Oculus Innovative Sciences, Inc. All other trademarks and service marks are the property of their respective owners. High-resolution product photos are available. Please call or email request.

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