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Sonoma Pharmaceuticals Announces Commercialization of MicrocynAH® Animal Healthcare Products in Japan

PETALUMA, Calif., Sept. 14, 2017 (GLOBE NEWSWIRE) -- Sonoma Pharmaceuticals, Inc. (NASDAQ: SNOA, warrants SNOAW), a specialty pharmaceutical company that develops and markets unique and effective solutions for the treatment of dermatological conditions and advanced tissue care, today announced the commercialization of the MicrocynAH® family of animal healthcare products in Japan. Approved as a health care product for use by both pet owners and veterinarians, the MicrocynAH products are being exclusively distributed in Japan by World Pet Care Products Company, Ltd., under the direction of the master Asian distributor, Petagon Limited. World Pet Care Products specializes in pet health care and consultancy services contributing to improved quality of life in pets as well as human-animal bonding.

"It is our great honor to be afforded this wonderful opportunity to market MicrocynAH products in the Japanese market. Based upon my previous experience in establishing Hill's products as the market leader in the Japanese pet food market, it is similarly my goal to establish MicrocynAH products as the Japanese market leader in topical wound and skin care products," said Yoshio Koshimura, chairman and CEO of World Pet Care Products Co., Ltd.

MicrocynAH products available include: Wound & Skin Care Spray, Wound & Skin Care Hydrogel, Ophthalmic Gel, Eye & Ear Wash, Anti-Itch Gel Spray with Dimethicone and Hot Spot Gel Spray with Dimethicone. The products are well suited for dogs, cats, horses, birds, reptiles and other animals, both large and small. They are based upon the clinically proven Micrcocyn® Technology with 53 patents, 30-plus clinical studies and 16 FDA clearances. This line of products has successfully treated over ten million patients worldwide.

"It is an esteemed honor and privilege to partner with both Petagon Limited and World Pet Care Products in our efforts to broadly introduce the MicrocynAH products to both pet owners and veterinarians throughout Japan.   As with our successes in establishing MicrocynAH as a market leader in the U.S., Hong Kong, China, the Middle East and Europe, our quest in Japan is to establish ourselves as a market leader there as well," said Bruce Thornton, senior vice president of international sales for Sonoma Pharmaceuticals. "This partnership and the cash it generates is a solid step towards our company-wide plan to breakeven next calendar year."

MicrocynAH will be available to Japanese retailers and veterinarians beginning in early November, to be launched in conjunction with an industry presentation at the University of Tokyo by Dr. Chelsea Tripp, DVM, MS, DACVIM and a board-certified veterinary oncologist. For more information, contact Bruce Thornton at bthornton@sonomapharma.com.

Global Animal Wound Care Market
Pet humanization and an increasing focus on maintaining the health and well-being of animals continue to drive the growth of the animal wound care market globally. Changing lifestyle and an increase in disposable incomes in emerging countries are also contributing to higher spending on animal healthcare. According to a 2017 report from *Persistence Market Research*, these factors are impacting the global animal wound care market, which is expected to grow at 7% Compound Annual Growth Rate (CAGR) through 2025. The market is projected to reach approximately $1.01 billion by the end of 2025, up from $590 million in 2017.

About Sonoma Pharmaceuticals, Inc.
Sonoma is a specialty pharmaceutical company that develops and markets unique and effective 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.sonomapharma.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 Sonoma Pharmaceuticals, Inc. and its subsidiaries (the "Company"). These forward-looking statements are identified by the use of words such as "believe," "achieve," and "strive," 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, 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. The Company disclaims any obligation to update these forward-looking statements, except as required by law.

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