

March 15, 2011



## **OXIS International and engage:BDR Form Joint Venture for Online Sale and Marketing of Health and Nutrition Products**

BEVERLY HILLS, Calif., March 15, 2011 /PRNewswire/ -- OXIS International, Inc., (OTC Bulletin Board: OXIS; Euronext Paris: OXI) today announced it has formed a joint venture with leading online marketer engage:BDR to promote, market and sell OXIS' current and planned health and nutrition products.

The new joint venture will initially market **ErgoFlex™**, a unique new dietary supplement for the relief of joint pain, which was launched by OXIS in December 2010. **ErgoFlex** is the only joint health complex containing the powerful antioxidant Ergothioneine (ERGO), and is specifically formulated to help the body fight the pain of joint inflammation and maintain optimal joint health. Over the coming months OXIS plans to introduce a number of ERGO-based products that address key health goals of not only an aging population of baby boomers, but also a younger audience seeking to maintain youthful good health. These proprietary formulas are directed at optimizing mitochondrial function and overall energy, supporting brain health and maintaining normal vision.

engage:BDR will provide a full range of online marketing services to the joint venture, including developing brand strategy, the design of all digital media and interfaces, online media planning and buying, leveraging and integrating social media, and customer analysis.

"engage:BDR is our ideal partner for the development and execution of a direct-to-consumer marketing strategy," said Bernie Landes, President of OXIS International. "They have an outstanding track record of establishing leading consumer brands online, including Living Social, CreditReport.com, CBS Interactive, eHarmony, Espin and many more. By teaming with engage:BDR we can develop an online presence and marketing capability that is just as unique and effective as our revolutionary nutritional products."

Ted Dhanik, President of engage:BDR commented, "engage:BDR is perfectly positioned to bring novel OXIS products to market. OXIS will benefit from our established channels in the direct-to-consumer online area, and leverage our extensive partnerships and proprietary methodologies & technologies. OXIS' investment in IP will yield superior and untouchable products which we're extremely excited to deliver to the market."

### About engage:BDR

engage:BDR was formed in 2007 as one of the first companies to offer both premium and placement-specific display marketing solutions and the ability to distribute campaigns through its own display platforms and channels. The firm partners with most of comScore's

top 1000 (globally) for the cutting edge of display marketing capabilities.

Their team is a unique collection of New Media experts who have each revolutionized the world of online marketing in their own way.

With over 10 years of experience in Media Buying & Planning, Creative Optimization, Analysis and Consumer Experience gleaned from the Top 10 Advertisers in the world, engage:BDR attains measurable results fast and efficiently.

The firm owns the proprietary Blink New Media ad serving technology and publisher network, which delivers the highest-quality traffic from the Top 1,000 global comScore web properties at an effective cost to drive engagement and increase conversion, revenues and profits.

#### About OXIS International, Inc.

OXIS International, Inc. develops technologies and products to research, diagnose, treat and prevent diseases of oxidative stress/inflammation associated with damage from free radical and reactive oxygen species (ROS). The company holds the rights to several therapeutic classes of compounds in the area of oxidative stress, and has focused commercialization programs that include SOD (superoxide dismutase), MPO (myeloperoxidase), GPx (glutathione peroxidase), as well as a highly potent antioxidant, Ergothioneine, that may be sold over-the-counter (OTC) as a dietary supplement. Ergothioneine can also be sold to the cosmetics markets as well as the functional food and beverage markets. For more information, please visit [www.oxis.com](http://www.oxis.com)

#### Conference Call

OXIS International will hold a conference call with investors on Tuesday, March 22, 2011 at 11:00 a.m. Eastern (8:00 a.m. Pacific).

Individuals interested in listening to the conference call may do so by dialing 866-625-0328 for domestic callers, or 706-643-2088 for international callers, or from the webcast on the investor relations section of the Company's Web site at [www.oxis.com](http://www.oxis.com).

A 48-hour telephone replay will be available approximately one hour after the conclusion of the call by dialing (800) 642-1687 for domestic callers, or (706) 645-9291 for international callers, and entering reservation code 50932341. The webcast will be available on the Company's Web site for 14 days following the completion of the call.

#### Forward-Looking Statements

Any statements in this press release that are not historical facts are forward-looking statements made under the provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve risks and uncertainties that could cause actual results to be materially different from historical results or from any future results expressed or implied by such forward-looking statements. You are urged to consider statements that include the words "project," "believe," "anticipate," "plan," "expect," "estimate," "intend," "should," "would," "could," "will," "may," "potential" or the negative of those words or other similar expressions words to be uncertain and forward-looking. Factors that may cause actual results to differ materially from any future results expressed or implied by any forward-

looking statements include the risks and uncertainties inherent in our business, including, without limitation the risks of obtaining possibly required regulatory approvals, the timing of product introductions, the level of market acceptance of and continuing demand for the Company's products, the impact of competitive products and pricing and the Company's ability to obtain additional financing to support its operations. We refer you to the risks and factors detailed from time to time in the Company's Annual Reports on Form 10-K and its Quarterly Reports on Form 10-Q. Any forward-looking statements in this press release represent the Company's views only as of the date of this release and should not be relied upon as representing its views as of any subsequent date. The Company anticipates that subsequent events and developments may cause its views to change, and the Company specifically disclaims any obligation to update this information, as a result of future events or otherwise, except as required by applicable law.

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