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Oculus Innovative Sciences Launches Microcyn(R) Dermatology HydroGel for Relief of Pain and Itch into U.S. Dermatology Healthcare Market

56-Person Commission-Based Sales Team Call Points to Include U.S. Dermatologists, Pediatricians, Aesthetics Clinics and Cosmetic/Plastic Surgeons

PETALUMA, Calif.--(BUSINESS WIRE)-- Oculus Innovative Sciences, Inc. (Nasdaq: OCLS), a commercial medical technology company that designs, produces and markets safe and effective tissue care products based upon the Microcyn(R) Technology platform, today commercially introduced the Microcyn Dermatology HydroGel for the U.S. professional healthcare market. Oculus announced two weeks ago that it had received FDA 510(k) clearance for the Microcyn Dermatology HydroGel, which under the supervision of a healthcare professional, is intended for management of wounds including itch and pain relief associated with dermal irritation, sores, injuries and ulcers of dermal tissue.

Noridian Administrative Services LLC, which is the pricing, data analysis and coding contractor for the Medicare program, has assigned Medicare HCPCS code #A6248 to the Microcyn HydroGel.

"This is the second U.S. Microcyn product introduction already this year and we're most excited about bringing the Microcyn Technology to the U.S. dermatology market where we believe this advance in tissue care could potentially have a major impact on the standard of care for multiple skin afflictions," said Hoji Alimi, founder and CEO of Oculus. "At the same time, both our partners as well as our regulatory and marketing teams are busily preparing for six additional FDA regulatory clearances in the U.S. this year alone for multiple indications including oral, allergy and expanded dermatology claims."

Oculus is initially introducing the Microcyn Dermatology HydroGel through its 56-person commission-based sales force with call points to include U.S. dermatologists, pediatricians, aesthetics clinics, and cosmetic and plastic surgeons, which will be expanded as the company addresses this growing healthcare challenge. For more information, pricing or ordering visit <http://store.oculusis.com/> or phone 1-800-931-3205.

About Oculus Innovative Sciences

Oculus Innovative Sciences is a commercial medical technology company that designs, produces and markets safe and effective tissue care products based upon the Microcyn(R) Technology platform, which significantly reduces the need for antibiotics while reducing infections and accelerating healing. The Microcyn Technology addresses the need for improved solutions in multiple markets including dermatology, oral care, cosmeceutical,

wound care and others. It features a biocompatible, shelf-stable solution that is currently commercialized in the United States, Europe, India, China and Mexico and select Middle East countries under various country specific regulatory clearances and approvals. Several solutions derived from this platform have demonstrated, in a variety of research and investigational studies, the ability to treat a wide range of pathogens, including antibiotic-resistant strains of bacteria (including MRSA and VRE), viruses, fungi and spores; increase blood flow to the wound site, and reduce both inflammation and pain while assisting in faster wound closure. The company's headquarters are in Petaluma, California, with operations in 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 "bringing," "could," "preparing" and "expanded," 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, 2009. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements except as required by law.

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Editor Note: High-resolution product photos available upon request.

Source: Oculus Innovative Sciences, Inc.