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OXIS International Continues Its Global Product Rollout With the Release of Its New Prograce(TM) Anti-Aging Serum

BEVERLY HILLS, Calif., July 19, 2012 (GLOBE NEWSWIRE) -- OXIS International, Inc., (OTCBB:OXIS) (Paris:OXI) today announced a major step in the implementation of its global product launch strategy with the introduction of its much anticipated Prograce™ Anti-Aging Serum (<http://www.prograceyou.com>). Prograce is the first of OXIS's luxury skin care line products to contain its proprietary "intelligent anti-oxidant" EGT™ (99% pure L-ergothioneine). Dr. Tony Nakhla, "America's Dermatologist" and author of the new book "Skin Commandments – 10 Rules to Healthy Beautiful Skin", has been advocating the significant benefits of EGT through numerous interviews in many prominent publications including New Beauty, Ocean, Prevention.

According to Dr. Nakhla, "The use of EGT in skin care is of particular value due to the unique and powerful anti-oxidant/anti-inflammatory effects and specifically with respect to its impact on protecting the skin from the damages from sun light. EGT is referred to as the "intelligent antioxidant" as it is the only anti-oxidant having a dedicated transport mechanism in the body to deliver it through the cell membrane and into the mitochondria, the energy producing area of the cell."

OXIS' marketing partner, engage:BDR is again leading the worldwide marketing program to support OXIS's continuing new product rollouts and has been developing a comprehensive, full digital, advertising campaign for a pipeline of OXIS' proprietary EGT™ anti-aging personal care products and dietary supplements. engage:BDR reaches targeted audiences of more than 100 million monthly through its proprietary advertising network and through mobile and video advertising.

David Saloff, OXIS Chairman and CEO stated, "Initial sales are right on target and we anticipate that orders for Prograce™ will continue to progress as expected, providing significant and growing revenue for OXIS as additional products continue to come to market in the coming weeks and months."

"This is another major step forward in realizing the full potential of this unprecedented global opportunity to introduce our proprietary EGT™ based products direct to consumers with the help of our partners at engage:BDR," Mr. Saloff continued. "Their outstanding track record executing on direct-to-consumer product campaigns and ability to deliver our product message to a much targeted audience will make for a very successful launch," Saloff concluded.

"OXIS International has demonstrated tremendous expertise in product development with its

EGT product line which we're extremely excited to deliver to the market," said Ted Dhanik, president, engage:BDR.

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 exclusive patent to manufacture EGT, which has received full GRAS (safety) approval. In addition the company holds the rights to several therapeutic classes of compounds in the area of oxidative stress, including EGT(TM) (99% pure L-ergothioneine), known as the intelligent antioxidant.

CONTACT: David Saloff
424-248 2311
David@Oxis.com
www.Oxis.com

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