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Oculus Innovative Sciences Introduces Microcyn(R) Wound Care OTC for U.S. Consumer Market

Microcyn Technology Now Available in United States without a Prescription

PETALUMA, Calif.--(BUSINESS WIRE)--

Oculus Innovative Sciences, Inc. (Nasdaq: OCLS) today announced that its Microcyn(R) Wound Care OTC, a non-irritating, pH-balanced wound cleanser, is now available over the counter in the United States. Microcyn Wound Care OTC, which has been cleared by the FDA for moistening absorbent wound dressings and cleaning minor cuts, minor burns, superficial abrasions and minor irritations of the skin, is safe to use around the nose, mouth and eyes. Additionally, it is ready to use with no mixing, dilution or rinsing required, and can be used directly on the wound or in combination with gauze, sponges or other absorbent wound dressings. Microcyn Wound Care OTC can be ordered by phone at 1-800-759-9305 and over the internet (www.oculusis.com/us/otc).

"There has been increasing demand from U.S. consumers for over-the-counter access to the Microcyn Technology," said Hoji Alimi, CEO and founder of Oculus. "Based upon our successful test marketing and positive feedback from U.S. physicians, including those associated with our ongoing product launch into the U.S. podiatry market, we believe Microcyn Wound Care OTC will provide consumers with an exciting and demonstrative wound care alternative."

Upon successful completion of the OTC introduction, the company plans to explore additional distribution channels via partners and retailers.

Available immediately, Microcyn Wound Care OTC can be ordered for \$20 plus shipping/handling/tax for an eight-ounce bottle by phone at 1-800-759-9305 and via the internet (www.oculusis.com/us/otc).

About Oculus

Oculus Innovative Sciences develops, manufactures and markets a family of products based upon the Microcyn(R) Technology platform, which is intended to help prevent and treat infections in chronic and acute wounds. The Microcyn Technology platform features a biocompatible, shelf-stable solution containing active oxychlorine compounds that is currently commercialized primarily in Europe, India, China and Mexico for the treatment of infected wounds. The 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. A recent Phase II clinical trial of Microcyn Technology conducted in the U.S. met its primary endpoints of safety and efficacy for the treatment of mildly infected diabetic foot ulcers.

Oculus also develops, manufactures and markets a number of devices and products under 510(k) regulatory approvals to professionals and consumers. The company's headquarters are in Petaluma, California, with operations in Europe and Latin America. More information can be found at www.oculusis.com.

Forward-Looking Statements

Except for historical information herein, some 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 our ability to effectively launch into the OTC market and our ability to secure partners or retailers for the marketing of the OTC product. These forward-looking statements are identified by the use of words such as "explore," "plans," "believe," and "provide," 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 risks inherent in the development and commercialization of potential products, the risk that regulatory clinical and guideline developments may change, the risk that scientific data may not be sufficient to meet regulatory standards or receipt of required regulatory clearances or approvals, the risk that clinical results may not be replicated in actual patient settings, the risk that protection offered by our patents and patent applications may be challenged, invalidated or circumvented by our competitors, the risk that present treatment trends will continue and that the available market for our products will not be as large as expected, the risk that our products will not be able to penetrate one or more targeted markets, the risk that our work force is inadequate to implement our business plan, the risk that we are unable to identify or align ourselves with strategic partners, the risk that revenues will not be sufficient to fund further development and clinical studies, the Company's future capital needs, and its ability to obtain additional funding 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, 2008. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements.

Oculus and Microcyn are trademarks or registered trademarks of Oculus Innovative Sciences, Inc.

NOTE TO MEDIA: High-resolution product photos available at:
<http://www.oculusis.com/us/media/>

Source: Oculus Innovative Sciences, Inc.