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Oculus Innovative Sciences Rolls Out Microcyn(R) HydroGel Skin and Wound Care Products for Both U.S. Healthcare Professionals and Consumers

PETALUMA, Calif.--(BUSINESS WIRE)-- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS), a biopharmaceutical company that develops, manufactures and markets a family of products based upon the Microcyn^(R) Technology platform, which is intended to treat chronic and acute wounds, today launched Microcyn Skin & Wound HydroGel for both the U.S. professional and over-the-counter markets. The Microcyn HydroGel received FDA 510(k) marketing clearance in May of this year.

The Microcyn(R) Skin and Wound HydroGel for professional use is intended for the management of exudating wounds such as leg ulcers, pressure ulcers, diabetic ulcers, first- and second-degree burns, and mechanically or surgically debrided wounds. It is reimbursable per Medicare HCPCS #A6248. For product and training materials or to order, healthcare professionals can visit <http://store.oculusis.com> or phone 1-800-759-9305.

The Microcyn(R) Skin and Wound HydroGel OTC is intended for use by consumers on minor skin abrasions, lacerations, minor irritations and intact skin. The product introduction is being supported by a national advertising campaign that will continue throughout the year. Consumers can order the OTC HydroGel product at www.microcyn.com or by phoning 1-877-572-9583.

The original Microcyn-based solutions, branded as Microcyn Skin & Wound Care with preservatives (HCPCS #A6260) in the United States, Microdacyn60(TM) in Mexico, Dermacyn(TM) Wound Care in Europe and China and Oxum in India, has treated over one million patients worldwide without a report of a single serious adverse effect.

"Our new hydrogel products match perfectly with our proprietary Microcyn Skin and Wound Care with preservatives," said Jim Schutz, COO of Oculus. "Doctors recommend a two-step process when caring for open wounds - clean and protect. Our unique Microcyn solution cleans the skin or wound and our advanced hydrogel provides a barrier against contaminants. Clean and protect using the Microcyn products will improve wound care results. Our straightforward message and cost-effective approach should help reduce healthcare costs in both hospital and home."

About Oculus Innovative Sciences

Oculus Innovative Sciences develops, manufactures and markets a family of products based upon the Microcyn^(R) Technology platform, which includes new formulations designed to

significantly reduce the need for antibiotics as it reduces infections. The Microcyn Technology platform 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, 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, 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 the company's commercial and technology progress. These forward-looking statements are identified by the use of words such as "will," "improve," and "should," 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 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 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, 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 quarterly report on Form 10-Q for the quarter ended June 30, 2009. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements.

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