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Oculus Innovative Sciences Announces Publication of Results From Study of Microcyn(R) Technology-Based Antipruritic Hydrogel in Treatment of Atopic Dermatitis

PETALUMA, Calif., Sept. 27, 2012 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS), today announced publication of an open-label pilot study in which a Microcyn® Technology-based antipruritic hydrogel was evaluated in the treatment of atopic dermatitis. The study, appearing in the August 2012 issue of *Cutis* (2012;90:97-102), evaluated the effectiveness of Microcyn-based Atrapro™ antipruritic hydrogel in reducing the itch and clinical signs of atopic dermatitis when applied to affected areas of the body at least three times daily. A reduction in itch as early as day 3 was reported by 14 of 17 patients. At day 14 (end of the study), 82% and 88% of subjects experienced itch reduction according to patient and investigator assessments, respectively. By day 14 the overall body surface area of disease involvement was reduced on average by 58% from the baseline. This impact on the overall disease was also confirmed by the overall global assessment of the atopic dermatitis by the doctor. Mild dryness encountered by some patients readily resolved with emollient use.

Oculus licensed the Microcyn Technology-based products for treatment of atopic dermatitis in the United States to Quinnova Pharmaceuticals in February 2011. The lead product, branded as Atrapro™ Antipruritic Hydrogel, was introduced to U.S. dermatologists in February 2012.

"The results of this study are consistent with the feedback we are receiving from dermatologists who have been using Atrapro since its introduction six months ago," said Jeffery Day, president of Quinnova Pharmaceuticals. "The physicians are enthused about the relatively rapid reduction in itch. As well, they appreciate the safety profile of Atrapro—without a single report of any serious adverse effects. Typically, atopic dermatitis treatments provide one or the other—some degree of efficacy or some degree of safety—but seldom both as is the case with Atrapro hydrogel."

An abstract of the *Cutis* study can be found at: <http://www.cutis.com/Article.aspx?ArticleId=c4dYnsdSxNM=>

About Atopic Dermatitis

More than 15 million patients have symptoms of atopic dermatitis, characterized by itchy skin, which can lead to rash, redness, swelling, crusting and scaling. The disease affects up

to 20 percent of infants and young children, who continue to have symptoms as adults with significant impact on their quality of life. The exact cause is unknown, but genetics are considered a key factor.

About Oculus Innovative Sciences

Oculus Innovative Sciences is a *commercial healthcare* company that designs, produces and markets innovative, safe and effective healthcare products. Oculus is pioneering innovative solutions in multiple markets including dermatology, surgical, wound care, animal healthcare and others, and has commercialized products in the United States, Europe, India, China and Mexico and select Middle East countries. The company's headquarters are in Petaluma, California, with manufacturing operations in the United States and 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 "receiving," "enthused" and "appreciate," 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, 2012. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements except as required by law.

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