February 26, 2015

Oculus Innovative Sciences Announces New Animal Healthcare Division and Launch of MicrocynAH(R) Advanced All-Animal Healthcare Products

- **New products include multiple Microcyn®-based all-animal wound and skin care liquids and hydrogels as well as all-animal ophthalmic gel**
- **Current launch in the United States and Canada is intended to be followed by summer expansion into Europe**
- **MicrocynAH® advanced animal healthcare products' safety and efficacy profiles validated by two major animal healthcare studies and over 30 human studies**
- **MicrocynAH® products provide superior shelf stability, photo stability, safety profile and pricing**

PETALUMA, Calif., Feb. 26, 2015 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS), a specialty pharmaceutical company that develops and markets solutions for the treatment of dermatological conditions and advanced tissue care, today announced the launch of the company's new animal healthcare division. In conjunction with the unveiling of the new division, six new MicrocynAH® advanced all-animal healthcare products were commercialized for the care of wounds, skin and eyes in the United States and Canadian markets. Expansion into the European market is targeted for this summer.

Oculus has partnered with SLA Brands, one of the animal healthcare industry's leading sales organizations in the United States and Canada, to bring the new MicrocynAH® products to market.

"We are very excited to be partnering with an innovator in animal healthcare and see tremendous opportunity in establishing the MicrocynAH family of products as the category leader in animal wound and skin care," said Michael Lasky, a partner in SLA Brands.

The first U.S. products include multiple sizes of the MicrocynAH Wound & Skin Care liquids, MicrocynAH Wound & Skin Care Hydrogels and MicrocynAH Ophthalmic Gel. In March, the company also intends to introduce two new MicrocynAH Farm and Ranch products for larger animals.

"Our inaugural portfolio of advanced all-animal MicrocynAH products formulated with our proven Microcyn® Technology platform are second to none," said Dan McFadden, Oculus' newly appointed VP of animal healthcare. "The Microcyn technology, with over 45 patents, 10 FDA clearances, and 10 CE marks, has proven itself successful in over 30 human and animal clinical studies from around the globe. At the same time, our R&D team is not resting on its laurels. As I speak, they are pioneering major advances in the key hypochlorous acid ingredient that competitors are only attempting to emulate—and not with a great deal of success. This includes significant improvements in product stability as well as in the actual chemistry—including the removal of bleach from the original liquid formulations. And the MicrocynAH pipeline is robust with new product offerings that we intend to make available over the coming year. In other words—and pun intended—the family of MicrocynAH products will not be a one-trick pony."

For more information or to order in the United States and Canada, distributors and retailers can phone SLA Brands at (415) 747-1001. More information and a consumer online store are also available at www.microcynah.com.

Animal Healthcare Market

According to the Freedonia Group, an international industry market research firm, the demand for animal health products in the United States is forecast to increase 3.9% annually to $12.7 billion in 2016. Animal healthcare is a relatively recession-resistant industry as it is regarded as a necessary expense of animal ownership or husbandry. Furthermore, as pet owners increasingly treat their companion animals as members of the family, pets' lifespans will continue to lengthen, driving strong sales of health products.

About Oculus Innovative Sciences, Inc.

Oculus Innovative Sciences is a specialty pharmaceutical company that develops and markets solutions for the treatment of dermatological conditions and advanced tissue care. The company's products, which are sold throughout the United States and internationally, have improved outcomes for more than five million patients globally by reducing infections, itch, pain, scarring and harmful inflammatory responses. The company's headquarters are in Petaluma, California, with manufacturing operations in the United States and Latin America. European marketing and sales are headquartered in Roermond, Netherlands. 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 commercial and technology progress and future financial performance of Oculus Innovative Sciences, Inc. and its subsidiaries (the "Company"). These forward-looking statements are identified by the use of words such as "believe," "preparing," "anticipates," and "launch," "create," 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 common stock and warrants may be delisted from NASDAQ, 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, the Company may not be able 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 its annual report on Form 10-K for the year ended March 31, 2014. The Company disclaims any obligation to update these forward-looking statements, except as required by law.

 High-resolution product photos are available. Please call or email request.

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