

July 16, 2008



Oculus Innovative Sciences' CEO and Founder Named One of Pharmaceutical Executive's 2008 "Emerging Pharma Leaders"

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

Oculus Innovative Sciences, Inc. (Nasdaq: OCLS) announced that its CEO and founder, Hoji Alimi, has been named one of the 2008 Pharmaceutical Executive "Emerging Pharma Leaders." Selected by members of the magazine's editorial advisory board and a panel of judges, Mr. Alimi demonstrates "the passion, vision, and dedication that leadership requires--and that the pharmaceutical industry needs to reach its full potential as a global healthcare leader." The "Emerging Pharma Leaders" feature appeared in the June 2008 issue of the publication.

"I'm honored to have been chosen among this distinguished group of leaders from the pharmaceutical and biotech industries," said Mr. Alimi. "But this recognition would never have been possible if it wasn't for the notable team of Oculus employees worldwide that I have had the opportunity to lead. They have been willing to do whatever is required to get the job done--from the advancement of our U.S. clinical program and commercialization of our multiple Microcyn(R) applications to taking our story to the market. I couldn't be prouder of a team."

Hoji Alimi has served as CEO, president and founder of Oculus Innovative Sciences since 1999. At the beginning of his career, Mr. Alimi served as the corporate microbiologist for Arterial Vascular Engineering, Inc (AVE). Mr. Alimi received a B.A. in biology from Sonoma State University.

Mr. Alimi's 2008 Pharmaceutical Executive emerging pharma leader profile may be found at the link below:

[http://pharmexec.findpharma.com/pharmexec/ArticleStandard/Article/](http://pharmexec.findpharma.com/pharmexec/ArticleStandard/Article/detail/524391)

detail/524391 (Due to its length, this URL may need to be copied/pasted into your Internet browser's address field. Remove the extra space if one exists.)

About the Emerging Leadership Awards

The ELAs were based on a nomination-led process. Following several call-for-entries promotions, Pharmaceutical Executive accepted nominations until April 1, 2008. Following that date, nominations were placed into categories across job functions. Pharmaceutical Executive then worked with its editorial advisory board and others to judge the various

entrants based on a set of key criteria. Executives that received the highest ranking in their respective categories in the judging process were profiled in this feature.

About Oculus

Oculus Innovative Sciences is a biopharmaceutical company that 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 is a biocompatible, shelf-stable solution containing active oxychlorine compounds that is currently commercialized outside the United States (Europe, India and Mexico) for the treatment of infected wounds. The solutions derived from the Microcyn Technology 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 recently completed U.S. Phase II clinical trial of Microcyn Technology met the primary endpoints of safety and efficacy for the treatment of mildly infected diabetic foot ulcers.

In addition to the company's existing and under-development therapeutic products, Oculus also develops, manufactures and markets a number of 510k devices and products for both professional and consumer. Oculus' principal operations are in Petaluma, California, and it conducts operations in Europe, Latin America and Japan. More information can be found at the company's web site, www.oculusis.com.

Source: Oculus Innovative Sciences, Inc.