

March 11, 2010



Oculus Innovative Sciences to Present at the Roth Capital Partners 22nd Annual OC Growth Stock Conference

Presentation and Live Webcast on Wednesday, March 17, 2010 at 1:30 p.m. PDT

PETALUMA, Calif.--(BUSINESS WIRE)-- Oculus Innovative Sciences, Inc. (NASDAQ:OCLS) today announced that Hoji Alimi, the company's CEO and founder, will present a corporate overview and business update at the Roth Capital Partners 22nd Annual OC Growth Stock Conference to be held at the Ritz Carlton in Laguna Niguel, California. Mr. Alimi's presentation is scheduled on Wednesday, March 17, 2010 at 1:30 p.m. PDT, with a breakout session to immediately follow.

The presentation will be broadcast live and replayed for 90 days on Oculus Innovative Sciences' website at <http://ir.oculusis.com/events.cfm>. To listen to the live broadcast, please visit the website at least 15 minutes early to register and download any necessary audio software.

In-person conference participation requires registration with Roth Capital. For more information on the conference, please contact your Roth representative or visit www.rothcp.com.

About Oculus Innovative Sciences

Oculus Innovative Sciences is a commercial medical technology company that designs, produces and markets safe and effective tissue care products based upon the Microcyn(R) Technology platform, which significantly reduces the need for antibiotics while reducing infections and accelerating healing. The Microcyn Technology addresses the need for improved solutions in multiple markets including dermatology, oral care, cosmeceutical, wound care and others. It 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, and 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.

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Source: Oculus Innovative Sciences, Inc.