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Oculus Innovative Sciences Partner, Eloquest Healthcare, Launches Microcyn(R) Wound Care Products Into U.S. Hospitals, Ambulatory Surgical and Acute Care Centers

PETALUMA, Calif., March 6, 2012 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS) partner, Eloquest Healthcare, today launched the Eloquest-branded family of Microcyn® wound care products into U.S. hospitals, ambulatory surgical and acute care centers. The products, including Eloquest/Microcyn Wound Care with Preservatives and Eloquest/Microcyn Skin & Wound HydroGel, are prescription products, which to date have been marketed primarily to U.S. podiatry and stand-alone wound care clinics under the Microcyn brand.

"The unique nature of the Microcyn technology and the truly valuable benefits it delivers to patients suffering with serious wounds attracted our interest as a healthcare company. The global success of Microcyn and its advantages over existing options in the United States made partnering with Oculus an opportunity we had to embrace," said Tim O'Halla, vice president and chief operating officer of Eloquest Healthcare. "Adding the Microcyn brand to our product portfolio provides Eloquest Healthcare with an even greater ability to deliver relevant solutions to critical problems our customers face every day."

Eloquest's licensing of the Microcyn wound care formulations was announced in July of 2011. New product labeling, journal advertising and promotional materials specific to these markets have been developed since that time.

"Eloquest Healthcare is a valued partner who fully understands the hospital infrastructure, its distribution system and pretty much all that is required to successfully generate product adoption in this sizable market," said Hoji Alimi, founder and CEO of Oculus. "Their sales team has a thorough understanding of the science behind wound care, allowing them to intelligently enlighten clinicians about Microcyn's advanced role in wound care."

For more information or to order Microcyn wound care products, visit www.eloquesthealthcare.com or phone 1 (877) 433-7626.

About Wound Care

In 2005, chronic and acute wound care represented an aggregate of \$9.6 billion in global product sales, of which \$3.3 billion was spent for the treatment of skin ulcers, \$1.6 billion to treat burns and \$4.7 billion for the treatment of surgical and trauma wounds, according to Kalorama Information, a life sciences market research firm. Based on Oculus' research, the

markets most related to Microcyn involve approximately \$1.3 billion for the treatment of skin ulcers, \$300 million for the treatment of burns and \$700 million for the treatment of surgical and trauma wounds. Common methods of controlling infection, including topical antiseptics and antibiotics, have proven to be only moderately effective in combating infection in the wound bed. However, topical antiseptics tend to inhibit the healing process due to their toxicity and may require specialized preparation or handling. Antibiotics can lead to the emergence of resistant bacteria, such as MRSA and VRE. Systemic antibiotics may be less effective in controlling infection in patients with disorders affecting circulation, such as diabetes, which are commonly associated with chronic wounds. As a result, no single treatment is used across all types of wounds and stages of healing.

About Eloquest Healthcare

Eloquest Healthcare, Inc. is a wholly owned subsidiary of Ferndale Pharma Group, Inc. that is focused specifically on serving hospitals, their healthcare practitioners and, their patients. Eloquest Healthcare provides value within the acute care market by delivering solutions that minimize the risk of infection, increase patient and caregiver satisfaction and lower treatment costs. More information can be found at www.eloquesthealthcare.com

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, oral care, 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 "deliver, and "enlighten," 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, 2011. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements except as required by law.

Oculus and Microcyn are trademarks or registered trademarks of Oculus Innovative Sciences, Inc. All other trademarks and service marks are the property of their respective owners.

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