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Oculus Innovative Sciences Receives Approval for Oral and Throat Infection Products in Mexico

Latin American Partner, More Pharma, to Launch First Oral Care Products in Spring 2014

PETALUMA, Calif., Feb. 19, 2014 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS), a global healthcare company that designs, manufactures and markets prescription and non-prescription products in 31 countries, today announced a regulatory approval in Mexico for the company's new Microcyn60® Oral Care family of products intended for use as an adjunct treatment in both mouth and throat infections.

Bruce Thornton, executive vice president of Oculus, said: "This is an extremely exciting time for Oculus since it's the first Microcyn-based product approved anywhere in the world for the antiseptic treatment of both mouth and throat infections. The commercialization of our Microcyn Technology for this promising new indication lays the foundation for its introduction into other international markets, in particular Europe. As we did with our recent Mexican approval of Microcyn for acne, we will leverage this Mexican approval for oral care by using the approved dossier in our submission to the European notified body for CE Mark approval. This two-step approach to regulatory submissions provides us the opportunity to migrate these new products to Europe in the quickest time possible."

The first oral care product to be launched by Oculus' Latin American partner, More Pharma, will be Microdacyn60 Bucofaringeo. The More Pharma sales team intends to target general practitioners as well as ear, nose and throat specialists in mid-2014, enlightening these healthcare professionals to the advantages of Microdacyn60 Bucofaringeo well in advance of the 2014 fall/winter cold and flu season.

Guillermo Ibarra, More Pharma's CEO, said, "With global concerns about the overuse and misuse of antibiotics in the treatment of pathogen-related infections, a safe and effective oral antiseptic such as Microdacyn60 Bucofaringeo, which doesn't facilitate antibiotic resistance, will be warmly received by the Mexican healthcare community. We take great pride in helping lead in this effort to reduce the incidence of growing antibiotic-resistant strains of bacteria while also improving health outcomes. In addition to Mexico, we will also move as rapidly as we are able to introduce Microdacyn60 Bucofaringeo into other Latin American countries."

About Oculus Innovative Sciences

Oculus Innovative Science is a global healthcare company that designs, manufactures and markets prescription and non-prescription products in 31 countries. The company's products

are used to treat patients in surgical/advanced wound management, dermatology, women's health and animal health; addressing the unmet medical needs of these markets—while raising the standard of patient care and lowering overall healthcare costs. 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.

About More Pharma

Founded in 2007, More Pharma is a pharmaceutical company with strong growth performance and a team of more than 300 people. The company has a talented sales and marketing team with significant prior experience with large international pharmaceutical companies. They have ample funding and support by their renowned financial sponsors, Southern Cross Group and Evercore, both of which manage more than \$1 billion of venture funds. The company is dedicated to finding solutions to healthcare challenges via product development, in-licensing and product acquisitions. With headquarters in Mexico City, More Pharma has a presence in Mexico, Latin America and the Caribbean. More information can be found at www.morepharmacorp.com/eng/index.php.

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 "growth," "expansion" and "build," 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, 2013. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements except as required by law.

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