

March 27, 2014



Oculus Innovative Sciences Announces Appointment of Sharon Barbari to Its Board of Directors

PETALUMA, Calif., March 27, 2014 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS), today announced the appointment of Sharon Barbari to its board of directors, effective March 26, 2014.

"We are delighted to have a person of Sharon's caliber join our board. With her extensive background in corporate finance and health care, she is the perfect mix of skills, experience and knowledge to help guide our company forward," stated Jim Schutz, CEO of Oculus. "As we reposition Oculus to re-ignite our revenue growth, Sharon's expertise will be invaluable."

Ms. Barbari currently serves as executive vice president and CFO for Cytokinetics, Inc., a clinical-stage biopharmaceutical focused on the discovery and development of novel small molecule therapeutics that modulate muscle function for the potential treatment of serious diseases and medical conditions. Ms. Barbari began her career at Syntex Corporation, an international pharmaceutical company. She has also served as VP of strategic planning at Foote, Cone & Belding Healthcare, an international advertising and marketing firm; vice president and CFO for Gilead Sciences, a biopharmaceutical company; and CFO and senior vice president of finance and administration for InterMune, Inc, a biotechnology company.

Ms. Barbari received her B.S. in accounting from San Jose State University.

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.

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 "anticipates," "believes," "expects," and "intends," 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, the uncertainties associated with an initial public offering of a separate public company, 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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High-resolution photo of Ms. Barbari available upon request.

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