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Oculus Innovative Sciences Commercializes Microcyn(R)-Based Solution and Hydrogel for Treatment of Mild-to-Moderate Acne in Europe

- **New GramaDerm™ Solution and Hydrogel to be introduced at Medica Trade Fair on November 12-15 in Dusseldorf, Germany**
- **Oculus now offering four clinically proven dermatology products with acne spray, acne gel, scar management and atopic dermatitis to European dermatologists**

ROERMOND, Netherlands and PETALUMA, Calif., Nov. 11, 2014 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS), a specialty pharmaceutical company that develops and markets solutions for the treatment of dermatological conditions and advanced tissue care in 37 countries, today announced the European commercialization of Microcyn®-based GramaDerm™ Solution and GramaDerm™ Hydrogel, approved for use in the topical treatment of mild-to-moderate acne.

"After much planning, we are excited to kick off our commercialization efforts this week of four best-in-class Microcyn-based products for acne, scar management and atopic dermatitis," said Frans Maes, European dermatology sales manager for Oculus. "Our robust clinical evidence of Microcyn's antimicrobial and anti-inflammatory properties bodes well for our new line of dermatology products, especially in light of concerns regarding antimicrobial resistance in acne and the controversial use of corticosteroids in atopic dermatitis. We believe our four new products and strong pipeline of dermatology drug and device candidates will quickly put IntraDerm EU on the radar with healthcare professionals in all 27 EU member countries."

In a study published in the *Journal of Dermatological Treatment* (April 2009) by Tirado-Sánchez, A. "Efficacy and Tolerance of Superoxidized Solution in the Treatment of Mild to Moderate Inflammatory Acne," Microcyn outperformed benzyl peroxide (a standard ingredient in many acne treatments) in the reduction of inflammatory lesions as a monotherapy associated with the treatment of acne. At the end of the 12-week study period, the percentage reduction in the number of inflammatory lesions from the initial baseline was 65% in the Microcyn arm versus 54% in the benzyl peroxide arm. The Microcyn product outperformed the benzyl peroxide, the general standard of care, but the difference was not statistically significant. However, the Microcyn technology has not, thus far, demonstrated any bacterial resistance and it tends to have an impeccable safety profile.

"We've been successfully using a Microcyn-based hydrogel in my clinic for two years," said Dr. Rebecca Smith, a dermatologist at Fort Mill Dermatology in South Carolina. "I have seen

promising secondary benefits of Microcyn in the reduction of inflammation and severity of acne outbreaks. In light of the European directive to reduce the use of topical antibiotics to minimize resistance concerns, European dermatologists will be delighted with the news regarding GramaDerm's availability."

GramaDerm will be marketed under the IntraDerm Pharmaceuticals EU brand, a recently created division of Oculus Innovative Sciences. Four new products, GramaDerm spray and gel, Pediacyn™ and Epicyn™, will kick off commercial efforts at Medica Trade Fair (<http://www.medica-tradefair.com>) in Dusseldorf, Germany on November 12-15, 2014.

Overseeing the development and launch of the IntraDerm EU dermatology products in Europe will be dermatology sales manager, Frans Maes. Maes has an extensive background in nursing and more than 15 years of experience in international sales and marketing within various international healthcare companies. To date, Oculus and its European divisions have secured 10 CE Mark approvals for both dermatology and advanced tissue care products.

Global Acne Market

In a 2010 report issued by *Research and Markets*, it was indicated that the global acne market was worth \$2.8 billion in 2009 and is estimated to reach revenues of \$3.02 billion by 2016 at a Compound Annual Growth Rate (CAGR) of 0.7%. The current market has several products that act on acne by targeting different etiologic factors involved in the development of acne. The acne therapeutics market is witnessing a shift towards combination products, using two or more effective acne treatments at one time.

About Oculus Innovative Sciences, Inc.

Oculus Innovative Sciences is a specialty pharmaceutical company that develops and markets solutions for the treatment of dermatological conditions and advanced tissue care. The company's products, which are sold throughout the United States and internationally in 37 countries, have improved outcomes for more than five million patients globally by reducing infections, itch, pain, scarring and harmful inflammatory responses. The company's headquarters are in Petaluma, California, with manufacturing operations in the United States and Latin America. European marketing and sales are headquartered in Roermond, Netherlands. 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 "will be," "commercialization," and "launch," 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, the Company may not be able 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 its annual report on Form 10-K for the year ended March 31, 2014. The Company disclaims any obligation to update these forward-looking statements, except as required by law.

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