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## **OCULUS INNOVATIVE SCIENCES LAUNCHES MICROCYN 60 IN MEXICO**

### **Innovative disinfectant/antiseptic technology debuts at three medical conferences in Mexico.**

**PETALUMA, CA-- (Nov. 11, 2003)**— Hoji Alimi, president and founder of Oculus Innovative Sciences ([www.oculusis.com](http://www.oculusis.com)), today announced the company's first launch of its Microcyn 60 product line.

Oculus Technologies of Mexico, S.A. de C.V., a wholly owned subsidiary of the U.S.-headquartered corporation, debuted its Microcyn 60 product line at three key conferences in Mexico this week: in Veracruz at the 27th Mexican National Congress of General Surgery & Exposition, in Mexico City at the National and International Conference of the Mexican Dental Association, and in Cancun at the National Science Pharmaceutical Conference.

Microcyn 60, approved for sale and distribution by the Mexican Ministry of Health in July 2003, safely eradicates viruses, bacteria, spores and molds quickly, effectively and is non-toxic. The initial target markets for the use of Microcyn 60 are as a commercial disinfectant for hard surfaces and medical devices, as well as an antiseptic for use on patients for the irrigation of wounds and in pre-operative skin preparation. In addition, Microcyn 60 holds great promise in the areas of food sterilization and anti-bio-terrorism. Due to its non-toxic nature, disposal of Microcyn 60 doesn't require costly environmental processes usually associated with more toxic competitive products.

"The response we received at the three conferences in Mexico this week was outstanding," said Alimi. "We confirmed the real and pressing need for a non-toxic disinfectant/antiseptic that effectively eradicates microorganisms. We spoke with key physicians from hospitals and universities throughout Mexico and received unanimous support for Microcyn 60."

On the first day of the conference in Veracruz, the response to Microcyn 60 was immediate. Cesar Mangotich, general manager of Oculus of Mexico, said, "Physicians began ordering Microcyn 60 immediately for testing at their respective hospitals – the quantity of orders and amounts ordered surprised us. Our marketing campaign and general word of mouth at the Congress proved effective."

Two days after the product launch, the company further advised that Quimica Pasteur, the primary distributor of Microcyn 60 in Mexico, had already sold 30% of October's inventory and reaffirmed the ability to meet its target sales of \$25M in 2004.

The company's product launch plans for Microcyn 60 continue to expand towards Central and South America, Europe and the U.S.

"Our employees and partner / distributor in Mexico have done a wonderful job organizing this successful product launch - we are proud of our team and determined to manufacture Microcyn 60 in quantities required to meet the market demand," Alimi said.

### **About Oculus**

Oculus Innovative Sciences, headquartered in Petaluma, California, is pioneering innovative technologies that globally re-define the disinfectant and antiseptic markets. Oculus has developed the revolutionary Microcyn disinfectant and antiseptic with broad applications in such diverse markets as consumer, medical, dental, veterinarian, cosmetic, wound healing, food processing and anti-bio-terrorism. The company has employees and operations in Mexico, Europe and the U.S. and includes two wholly owned subsidiaries, Oculus Technologies of Mexico, S.A. de C.V., and Oculus Innovative Sciences Netherlands B.V. Please visit us at [www.oculusis.com](http://www.oculusis.com).

### **Forward-Looking Statements**

This press release contains forward-looking statements that involve risks and uncertainties. These forward-looking statements relate to, among other things, plans and timing for the introduction of our products, statements about future market conditions, supply and demand conditions, revenues, gross margins, operating expenses, profits and other expectations, intentions and plans contained in this press release that are not historical fact. Our expectations as expressed in this press release depend upon our ability to develop, manufacture and supply products that meet defined specifications. When used in this press release, the words "plan," "expect," "believe," and similar expressions generally identify forward-looking statements. These statements reflect our current expectations. They are subject to a number of risks and uncertainties, including, but not limited to, changes in technology and changes in the health sciences market. In light of the many risks and uncertainties surrounding this market, you should understand that we cannot assure you that the forward-looking statements contained in this press release will be realized.