



Innovative Sciences Netherlands B.V.

OCULUS INNOVATIVE SCIENCES NETHERLANDS B.V. RECEIVES ISO 13485:2003 CERTIFICATION

European facility is approved for manufacturing of revolutionary Microcyn™ technology

SITTARD, THE NETHERLANDS -- (November 19, 2004) -- Oculus Innovative Sciences Netherlands B.V., a wholly owned subsidiary of Oculus Innovative Sciences of the United States, today announced that the company obtained certification for compliance with ISO 13485:2003. This international standard sets forth requirements for the management system of medical device manufacturers.

“This certification allows our Netherlands facility to manufacture current and future CE marked products, such as Dermacyn™ Wound Care” says Kim Kelderman, COO of Oculus Innovative Sciences, “We have a clear strategy to roll out operations within the territories where we market our products, to be in close contact with our customers and vendors. The Dutch entity is now ready to direct all marketing, manufacturing and distribution activities for Microcyn™-based products in the European, African and eastern markets.”

“We were initially audited for compliance of our operations with Annex V of the Medical Devices Directive 93/42/EEC”, says Bas Philippens, general manager of Oculus Innovative Sciences Netherlands B.V., “but together with KEMA, our Dutch Notified Body, we decided to set up a second audit in which our entire management system, not just operations, was checked against the ISO 13485:2003 standard. This comprehensive review and approval provides even greater assurance that our European operation will set a standard of excellence second-to-none.”

The European organization is focused on generating market awareness of the wound management capabilities of the disruptive Microcyn™-technology. The first commercialized wound management product, Dermacyn™ Wound Care, is a super-oxidized solution for treating acute and chronic wounds (e.g. diabetic foot ulcers and burns). The application is under current review for approval according to the European Medical Devices Directive (93/42/EEC). CE-certification is expected before the end of this year.

About Oculus

Oculus Innovative Sciences Netherlands B.V., a wholly owned subsidiary of Oculus Innovative Sciences was founded at the end of 2003. This European entity directs the marketing, manufacturing and distribution of Microcyn™-based products in Europe, Africa and Eastern markets. The facility is located in Sittard, in the southeastern part of the Netherlands; strategically located for access to these markets. The Sittard region provides an excellent business infrastructure and a regional government with a genuine appreciation of life sciences technologies. Oculus Innovative Sciences, Inc., headquartered in Petaluma, California, is pioneering innovative life sciences and disruptive technologies that globally re-define the disinfectant and antiseptic markets. With a primary focus on anti-infective and wound management technologies, the

company has employees and operations in Mexico, Europe and the U.S. In addition to The Netherlands operation, Oculus Technologies of Mexico, S.A. de C.V. is also a wholly owned subsidiary of the company. For more information visit 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.