



Media Contact
Dan McFadden
dmcfadden@oculusis.com
(425) 836-3103

OCULUS INNOVATIVE SCIENCES ANNOUNCES APPOINTMENT OF EXECUTIVE VICE PRESIDENT AND DIRECTOR OF BUSINESS DEVELOPMENT

Company prepares for increased business activity as Microcyn 60 disinfectant begins to ship in Mexico.

PETALUMA, CA (August 14, 2003)— Hoji Alimi, CEO and founder of Oculus Innovative Sciences (www.oculusis.com), announced today the appointment of two new members to the company's management teams: Kim Kelderman and Martin Sellers.

Kim Kelderman joined the Oculus team as executive vice president in mid-August. Amongst others, his duties will include continuing the development and implementation of the company's global business strategies. Previously, Kelderman served as president and general manager of Jomed Incorporated, previously known as EndoSonics, a mid-sized (+/- 600 employee) multi-site medical device company, whose products included intravascular ultrasound, interventional cardiology catheters and cardiac assist devices. He was the driver behind restructuring of its organization, defining its strategic direction, and ultimately, its sale to Abbott Laboratories and Volcano Therapeutics.

During his prior assignment he managed Intravascular Research Ltd. out of London (United Kingdom) and held positions at Jomed GmbH (Germany), EndoSonics Europe and Medtronic Vascular (Netherlands). He received his degree in mechanical engineering from the Heerlin Polytechnic and Eindhoven University in 1994.

Martin Sellers joined Oculus's wholly owned subsidiary, MicroMed Consulting and Laboratory Services (www.micromedlabs.com), as director of business development. He will be responsible for the development and implementation of the marketing and sales programs for MicroMed. MicroMed provides services to medical device, biotech and pharmaceutical companies worldwide.

Sellers joins MicroMed upon his departure from SenDx/Radiometer where he served as managing director of manufacturing and operations. Prior to taking that position in 1999, he held the title of director of regulatory and clinical affairs at Navius/EndoSonics. He earned his bachelors of science

degree in biology and biomedical engineering from the University of California, Davis, in 1973.

“We are pleased to have Kim and Martin join the team – they bring a wealth of experience and leadership and should have an immediate positive impact on the company’s course,” said CEO Alimi. The appointments come quickly on the heels of the recent approval by the Mexican Ministry of Health for the distribution and sale of Oculus’s highly regarded Microcyn 60 disinfectant and antiseptic in Mexico.

About Oculus

Oculus Innovative Sciences, headquartered in Petaluma, California, is pioneering innovative services and technologies that can improve patient health worldwide. The company has at its foundation two wholly owned subsidiaries, MicroMed Consulting Services and AquaMed Technologies. Oculus has overseen the evolution of the Microcyn 60 disinfectant from technology to product as well as the development of an anti-cancer drug (L3) that shows promise in the prevention of many aggressive cancers including cervical cancer and melanomas. This same L3 compound has great potential in other applications based on its cell growth inhibition characteristics such as the drug-eluting stent products reducing restenosis. For more information, please visit us at 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.