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Sonoma Pharmaceuticals Announces Record Quarterly Prescription Data

Highest quarterly prescriptions filled in company's history

Quarter ended June 30, 2017: Highest quarterly number of prescriptions filled

- | **24% up over prior March quarter 2017**
- | **46% up over June quarter 2016**

PETALUMA, Calif., July 13, 2017 (GLOBE NEWSWIRE) -- Sonoma Pharmaceuticals, Inc. (NASDAQ:OCLS) (OCLSW), a specialty pharmaceutical company that develops and markets unique and effective solutions for the treatment of dermatological conditions and advanced tissue care, today announced record quarterly prescriptions filled for the company's dermatology products.

The number of prescriptions filled during the June 2017 quarter was 17,180, up 24% over the March 2017 quarter of 13,795, and up 46% over the June 2016 quarter of 11,787.

For the June 2017 quarter the following product lines experienced double-digit growth over the March 2017 quarter:

- | Alevicyn for atopic dermatitis up 26%
- | Celacyn for scar treatment up 31%
- | Mondoxyne for severe acne up 31%
- | Sebuderm for seborrheic dermatitis up 42% (recently launched)

In the fall of 2014, Sonoma announced a new strategic direction for the company, crafted by the company's new board and management team, which focused on launching products into the U.S. dermatology market with the company's own direct sales force. This initiative has been led by dermatology veterans, launching five product lines and growing this business from zero to over 17,000 prescriptions filled in the June 2017 quarter.

"Since March 2015, for the last nine quarters, our average quarter over quarter growth of prescriptions filled has been 20%," said Robert Miller, CFO of Sonoma Pharmaceuticals. "The primary factors generating this growth have been 1) the number, quality and leadership of our sales and marketing team and 2) the launches and growth of our robust product portfolio. With the sale of our Latin American business in October 2016 for over \$20 million dollars, we decided to use some of this cash to accelerate the growth in dermatology by increasing the size of our sales force by 75%, from 17 to 30 representatives, with the financial goal of driving Sonoma to breakeven as quickly as possible. We are seeing acceleration of growth resulting from the hire of these new and experienced sales people."

About Sonoma Pharmaceuticals, Inc.

Sonoma is a specialty pharmaceutical company that develops and markets unique and effective solutions for the treatment of dermatological conditions and advanced tissue care. The company's products, which are sold throughout the United States and internationally, 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.sonomapharma.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 Sonoma Pharmaceuticals, Inc. and its subsidiaries (the "Company"). These forward-looking statements are identified by the use of words such as "believe," "achieve," and "strive," 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, 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. The Company disclaims any obligation to update these forward-looking statements, except as required by law.

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