

ULURU NEWS

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ULURU INC. ANNOUNCES CONFERENCE CALL TO DISCUSS

FINANCIAL RESULTS FOR THE FOURTH QUARTER ENDED

DECEMBER 31, 2007 AND PROVIDE A BUSINESS UPDATE

Addison, Texas, March 28, 2008; ULURU Inc. (AMEX: ULU) today announced that it has scheduled a conference call to discuss the fourth quarter 2007 financial results and provide a general business update on Tuesday, April 1, 2008 at 10:00 a.m. Eastern time.

To participate in the conference call, please dial (800) 357-0498 for international callers dial (850) 429-1388 (access code 9285#) five to ten minutes prior to the initiation of the teleconference. If you are unable to listen to the live broadcast a replay of the call will be available starting on April 1, 2008 two hours following the end of the call until April 8, 2008 at 11:59 p.m. Eastern Time. For the U.S. replay, please dial (800) 695-0697 for international callers dial (402) 220-1472 (access code 9285#).

Interested investors and others may also listen to the conference call replay through our Internet webcast, which may be accessed by visiting our website at www.uluruinc.com and clicking on the "Investor Relations" icon.

About ULURU Inc.:

ULURU Inc. is an emerging specialty pharmaceutical company focused on the development of a portfolio of wound management, plastic surgery and oral care products to provide patients and consumers improved clinical outcomes through controlled delivery utilizing its innovative transmucosal delivery system and Hydrogel Nanoparticle Aggregate technology. For further information about ULURU Inc., please visit our website at www.uluruinc.com.

This press release contains certain statements that are forward-looking within the meaning of Section 27a of the Securities Act of 1933, as amended. These statements are subject to numerous risks and uncertainties, including but not limited to the risk factors detailed in the Company's Annual Report on Form 10-KSB for the year ended December 31, 2006 and other reports filed by us with the Securities and Exchange Commission.