

ULURU NEWS

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ULURU INC. ANNOUNCES CONFERENCE CALL TO DISCUSS

FINANCIAL RESULTS FOR THE THIRD QUARTER ENDED

SEPTEMBER 30, 2007 AND PROVIDE A BUSINESS UPDATE

Addison, Texas, November 12, 2007; ULURU Inc. (AMEX: ULU) today announced that it has scheduled a conference call to discuss the third quarter 2007 financial results and provide a general business update on Wednesday, November 14, 2007 at 10:00 a.m. Eastern Time with Kerry P. Gray, President and CEO.

To participate in the conference call, please dial (800) 357-0498 for international callers dial (850) 429-1388 (access code 9283#) 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 November 14, 2007 two hours following the end of the call until November 21, 2007 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 9283#).

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, including but not limited to statements made relating) relating to future financial performance of ULURU Inc. (the "Company"). When used in this press release, the words "may," "targets," "goal," "could," "should," "would," "believe," "feel," "expects," "confident," "anticipate," "estimate," "intend," "plan," "potential" and similar expressions may be indicative of forward-looking statements. These statements by their nature involve substantial risks and uncertainties, certain of which are beyond the Company's control. The Company cautions that various factors, including the factors described hereunder and those discussed in the Company's other filings with the Securities and Exchange Commission, as well as general economic conditions, industry trends, collect accounts receivable, hire and retain qualified personnel, Food and Drug Administration regulations, adverse litigation, could cause actual results or outcomes to differ materially from those expressed in any forward-looking statements of the Company made by or on behalf of the Company. Any forward-looking statement speaks only as of the date on which such statement is made, and the Company undertakes no obligation to update any forward-looking statement or statements to reflect events or circumstances after the date on which such statement is made or to reflect the occurrence of an unanticipated event. New factors emerge from time to time, and it is not possible for management to predict all of such factors. Further, management cannot assess the impact of each such factor on the business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. 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.