

ULURU NEWS

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ULURU INC. ANNOUNCES ISSUANCE OF NOTICE OF ALLOWANCE

FOR NANOPARTICLE AGGREGATE PATENT

Addison, Texas, December 17, 2007; ULURU Inc. (AMEX: ULU) today announced that it has received a Notice of Allowance from the United States Patent and Trademark Office for its nanoparticle aggregate patent.

This patent covers the underlying science behind the Company's nanoparticle aggregate technology; consequently, this is a very important asset in our patent portfolio.

Commenting on the issuance of the Notice of Allowance for the patent, Kerry P. Gray, President and Chief Executive Officer of ULURU, stated, "This Notice of Allowance is an important step in securing intellectual property protection for the range of products we anticipate developing from our nanoparticle aggregate technology. To further secure our patent position we have also filed additional patents to protect the wound care, breast implant and dermal filler applications of the technology."

On issuance, this patent will expire in 2022. The subsequently filed patent applications which broaden our patent position could extend the patent life for the wound care and breast implant product portfolios until the end of 2026.

Mr. Gray added, “The value of this family of patents is further enhanced by the substantial term remaining prior to patent expiration, which gives the company significant time to realize the full economic benefits of these important assets.”

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 to the notice of allowance of the patent and the ability to realize value from this patent. 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, Quarterly report on Form 10-QSB for the quarter ended September 30, 2007 and other reports filed by us with the Securities and Exchange Commission.