

# ULURU NEWS

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**ULURU INC. ANNOUNCES POSTER PRESENTATIONS AT THE 23<sup>RD</sup> ANNUAL “CLINICAL SYMPOSIUM ON ADVANCES IN SKIN & WOUND CARE”**

**Addison, Texas, October 28, 2008; ULURU Inc. (NYSE Alternext: ULU)** today announced that it will present two posters at the “Clinical Symposium on Advances in Skin and Wound Care” being held in Las Vegas from October 27 to October 30, 2008.

The principal author on the poster titled, “Altrazeal™, A Transforming Powder Wound Dressing: The Clinical Experience” (poster #153) is Dr. Jeffrey A. Niezgod, M.D., FACHM, FAPWCA, Director of the Centers for Comprehensive Wound Care and Hyperbaric Oxygen Therapy, Aurora Health Care. Several case studies are presented to illustrate the dynamic clinical benefits of this novel technology. The early clinical experience demonstrates excellent patient toleration and improved wound healing. Additional benefits include ease of application and a reduction in dressing changes with or without a secondary dressing.

The second poster (poster #154) is titled “The Design and Performance of Nanoflex™ Transforming Powder Dressing: A Novel Wound Care Management System”. John V. St. John, Ph.D., Vice President of Material Science at ULURU Inc. and a co-inventor of this proprietary technology is the principal author of this poster which describes the physical properties of the dressing, pre-clinical data and a patient case study. The design features of Altrazeal™, which are unique to this material, including the high moisture vapor transpiration rate, fluid uptake and material strength are presented on this poster.

Altrazeal™, a transforming powder dressing, which is produced using our Nanoflex™ Technology, is a breakthrough new treatment for exuding wounds including burns, trauma, skin graft donor sites, surgical wounds and chronic slow-healing wounds such as diabetic foot ulcers, pressure ulcers and venous ulcers. Altrazeal™ is designed to provide greater effectiveness in wound closure by promoting an optimal moist wound healing environment. Altrazeal™ provides additional patient benefits including reduced pain and enhanced patient comfort, ease of application and removal and in most cases it does not require a secondary dressing.

Dr. Jeffery Niezgodka stated, “I am very pleased to be the first to present clinical data on this revolutionary new technology. My early clinical experience with Altrazeal™ has produced exceptional results with improved wound healing trajectories. Clinical success has been achieved in a series of patients with a variety of wound types and I look forward to presenting this exciting data.”

**About ULURU Inc.:**

**ULURU Inc.** is a 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 Nanoflex™ Aggregate technology. For further information about ULURU Inc., please visit our website at [www.uluruinc.com](http://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 response to the product from patients, the importance of use of the product for burn victims, the ability to use the product for chronic wounds, the perception of the product as a transformational innovation in the wound care market, the product accelerates healing and decreases pain and dressing changes. 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, 2007, Quarterly Report on Form 10-Q for the quarter ended June 30, 2008 and other reports filed by us with the Securities and Exchange Commission.*