

ULURU NEWS

Contact: Company

Kerry P. Gray
President & CEO
Terry K. Wallberg
Vice President & CFO
(214) 905-5145

Media Contact:

Stephen Zoegall, Ph.D.
Berry & Co. Public Relations
(212) 253-8881
szoegall@berrypr.com

ULURU INC. ANNOUNCES THE LAUNCH OF THE ALTRAZEAL™ WEBSITE

- New Site Provides Extensive Information to Patients and Physicians -

Addison, Texas, November 4, 2008; ULURU Inc. (NYSE Alternext: ULU) today announced that it has launched a new Altrazeal™ website designed to provide information to both health care professionals and patients on the clinical benefits of Altrazeal™.

In addition to product information, demonstration of the use of Altrazeal™ and product attributes and benefits, the website includes patient testimonials and clinical case studies. As further product information becomes available this will be added to the website including a video of the Satellite Symposium “Altrazeal™ - Transforming Clinical Wound Management – From Science to Outcomes with an Innovative Powder Dressing”, which was held on October 29, 2008. It is anticipated that this will be available by November 15, 2008.

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 for 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.

Commenting on the new website, Renaat Van Den Hooff, Executive Vice President Operations of ULURU, stated, “The most important objective of the website is to provide both patients and health care professionals with the most comprehensive and up to date information for obtaining the best clinical results and patient satisfaction with Altrazeal™. Also, we plan to add new patient testimonials and clinical case studies that will demonstrate the significant patient benefit being generated by this game-changing new treatment for exuding wounds. By providing this information we believe patient’s outcomes will be maximized and the science of treating wounds will continue to advance.”

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 Nanoflex™ 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 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 decreases 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.