

ULURU NEWS

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**ADVANCED RESEARCH AND DEVELOPMENT ON NANOFLEX APPLICATIONS IN
DRUG DELIVERY PRESENTED AT 11TH ANNUAL NEW CARDIOVASCULAR HORIZONS
MEETING**

Addison, Texas, June 3, 2010; ULURU Inc. (NYSE Alternext: ULU) announced today that advanced applications of the Nanoflex™ technology, related to future products in drug delivery and tissue engineering, will be presented at the 11th annual New Cardiovascular Horizons Meeting to be held in New Orleans, Louisiana on June 2-5, 2010. This meeting is the largest medical meeting that focuses on peripheral artery disease and peripheral interventions, including wound care for vascular ulcers, the application of advanced therapies for limb salvage and amputation prevention.

ULURU will present research on the combination of our Nanoflex-technology system based wound dressing incorporating the delivery of platelet derived growth factor (PDGF). John V. St. John, Ph.D., Vice President of Research and Development for ULURU Inc. commented, “PDGF is an important molecule in several critical signaling pathways for cellular function in regenerating tissue in wounds. Our research demonstrates that it is possible to develop an advanced dressing that can release PDGF for extended periods, which could have significant clinical consequences, as this controlled release may benefit tissue regeneration. The benefits of controlled delivery of growth factors have previously been demonstrated in a porcine wound healing model by ULURU with a vascular endothelial growth factor.

The data being presented further confirms the potential for the Nanoflex™ technology to improve clinical outcomes of advanced wound care therapeutics.”

PDGF is an FDA approved product for the treatment of diabetic foot ulcers. Other growth factors are in clinical trials for the accelerated healing of chronic wounds.

Information on the New Cardiovascular Horizons meeting can be found at ncvonline.com.

About ULURU Inc.:

ULURU Inc. is a specialty pharmaceutical company focused on the development of a portfolio of wound management and oral care products to provide patients and consumers improved clinical outcomes through controlled delivery utilizing its innovative Nanoflex™ Aggregate technology and OraDisc™ transmucosal delivery system. For further information about ULURU Inc., please visit our website at www.uluruinc.com. For further information about Altrazeal™, please visit www.Altrazeal.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 benefits, effectiveness, biocompatibility, ease of application, success in wound healing, clinical outcomes, tissue regeneration benefits, and the benefits of controlled delivery of growth factors. 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-K for the year ended December 31, 2009, and other reports filed by us with the Securities and Exchange Commission.