

ULURU NEWS

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ULURU INC. ANNOUNCES ALTRAZEAL™ CLINICAL EXPERIENCE

PUBLISHED in the *International Wound Journal*

Addison, Texas, May 5, 2009; ULURU Inc. (NYSE AMEX: ULU) announced today that clinical evidence utilizing Altrazeal™ Nanoflex Transforming Powder Dressing has been published in the respected peer-reviewed publication, *International Wound Journal*. The article, which is the first peer-review publication detailing clinical experience using Altrazeal™, was authored by a team of clinicians and scientists working at Southern Arizona Limb Salvage Alliance (“SALSA”) at the University of Arizona College of Medicine, located in Tucson, Arizona.

The article is titled, “Use of a Nanoflex™ powder dressing for wound management following debridement for necrotizing fasciitis in the diabetic foot.” The article details the treatment of a diabetic patient with a complex wound that requires multiple debridements and several different treatment modalities. The article reports that the patient was transitioned to Altrazeal™ following both negative pressure wound therapy and debridement of necrotic tissue.

Observations in the article noted that the patient experienced decreased pain associated with wound dressing changes during weekly treatments using Altrazeal™, while new wound bed formed. During the treatment regimen, it was also noted that a large soft-tissue defect within the

wound filled in with new granulating tissue while the Altrazeal™ dressing was pushed free of the hole.

Commenting on the publication, David Armstrong, DPM, PhD, co-author of the publication and Professor of Surgery and Director of SALSA stated, “We believe this technology to be potentially promising with a good deal of clinical versatility.”

Renaat Van den Hooff, President and Chief Executive Officer of ULURU, commented: “We are pleased that the team at University of Arizona was the first to publish clinical evidence on the use of Altrazeal™ in a clinical setting. We believe this publication to be the first of many detailed scientific publications on Altrazeal™ used in clinical settings.”

The citation for the publication is: Fitzgerald, R, Bharara, M, Mills, J, Armstrong, DG (2009); "Use of a Nanoflex™ powder dressing for wound management following debridement for necrotizing fasciitis in the diabetic foot" *International Wound Journal*, 6(2): 133-139. Requests for permission to reprint material from this journal should be addressed to:

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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, please visit our website at www.uluruinc.com. For further information about Altrazeal™, please visit our website at 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, patient comfort, pain management, ease of application, success in wound healing, and suitability of Altrazeal™ and Altrazeal™ Silver, the expectation that further scientific publications relating to Altrazeal™ will be published and the success of our clinical efforts. 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, 2008, and other reports filed by us with the Securities and Exchange Commission.