

ULURU NEWS

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ULURU INC. ANNOUNCES APPOINTMENT OF JEFFREY A.

NIEZGODA, M.D., AS CHAIRMAN OF

SCIENTIFIC ADVISORY BOARD

Addison, Texas, March 13, 2009; ULURU Inc. (NYSE Alternext: ULU) today announced the appointment of Jeffrey A. Niezgoda, MD, FACHM, FACEP, FAPWCA as Chairman of the Company's Scientific Advisory Board.

Currently, Dr. Jeffrey Niezgoda is the Medical Director of The Centers for Comprehensive Wound Care and Hyperbaric Oxygen Therapy, St. Luke's Medical Center, Aurora Health Care, in Milwaukee, Wisconsin. He also serves as the President and Chief Operating Officer of Hyperbaric & Wound Care Associates, a medical specialty group serving Southeastern Wisconsin and Northern Illinois, and as the President of the American College of Hyperbaric Medicine. Dr. Niezgoda is a nationally recognized wound care expert and has served as faculty at both national as well as international conferences. He has participated on multiple Expert Consensus Panels and has appeared before Medicare and Medicaid Services as a wound care consultant.

Renaat Van den Hooff, President & CEO of ULURU Inc. commented, “We are delighted that Dr. Niezgoda has accepted this important role with the Company. His extensive experience with Altrazeal™ has been invaluable and as Chairman of the Scientific Advisory Board, Dr. Niezgoda will help us to accelerate our clinical development and Altrazeal™ product development program.”

Altrazeal™, a transforming powder dressing, is suitable for exuding wounds such as burns, abrasions, trauma, skin graft donor sites, surgical wounds, along with chronic, slow-healing wounds, such as diabetic foot ulcers and venous ulcers. Altrazeal™ is an innovative breakthrough, designed for greater effectiveness in wound closure by promoting an optimal moist wound healing environment, reducing pain, enhancing patient comfort, ease of application and removal and typically not requiring a secondary dressing.

Dr. Jeffrey A. Niezgoda stated, “I continue to be impressed with the positive clinical results achieved using Altrazeal™. This product offers the potential to significantly change the way healthcare providers approach the treatment of wounds and I am pleased to have the opportunity to contribute to accomplish that vision.”

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 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 benefits, effectiveness, and suitability of Altrazeal™, 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-KSB for the year ended December 31, 2007 and quarterly report on Form 10-Q for the quarter ended September 30, 2008, and other reports filed by us with the Securities and Exchange Commission.