

ULURU NEWS

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**ULURU INC. ANNOUNCES COMMERCIAL EXHIBIT AND SCIENTIFIC
PRESENTATIONS AT THE SAWC/WHS NATIONAL WOUND SYMPOSIUM**

– Data Presented Confirms Altrazeal[®] Clinical Benefits –
– Research Data Supports Reduction in Biofilm Formation with Altrazeal[®] –

Addison, Texas, April 14, 2011; ULURU Inc. (NYSE Amex: ULU) announced today that the Company will have a commercial exhibit and present scientific data at the Symposium on Advances in Skin and Wound Care and Wound Healing Society (“SAWC/WHS”) which will be held on April 14 – 17, 2011 in Dallas, TX.

The 24th Annual SAWC/WHS meeting is considered the premier educational wound care program within this clinical field and is the largest annual gathering of wound care clinicians in the United States. More than 2,000 physicians, podiatrists, nurses, therapists and researchers are expected to attend the meeting.

In addition to having a commercial exhibit, ULURU will present seven scientific posters at the meeting. There are four clinical posters demonstrating the clinical advantages of Altrazeal[®] and three scientific posters which outline the science behind Altrazeal[®] which provides the unique properties that result in numerous clinical benefits.

Of the four clinical posters being presented, one poster titled, “Preliminary Evaluation on the Application of a Powder Dressing in the Fixation and Treatment of Chronic Wounds Resulting from Trauma with Epidermal Separation”, authored by Dr. Scott Gorenstein, M.D., Clinical Director, Wound Healing Center and Hyperbaric Medicine Winthrop-University Hospital, is important as it further expands Altrazeal[®]’s clinical data on the treatment of geriatric trauma wounds. Of the patients reporting pre-treatment pain, this symptom was immediately resolved upon application of Altrazeal[®]. The median time to heal these difficult to treat wounds was 14 days. These healing times are significantly shorter than those times previously experienced at this facility.

Commenting on the clinical results, Dr. Scott Gorenstein stated, “Since I started using Altrazeal[®] in the treatment of these difficult to heal and often painful geriatric wounds, I have experienced significantly improved healing rates. I look forward to conducting a controlled clinical study to demonstrate the clinical advantages of Altrazeal[®] in the treatment of geriatric wounds and to provide the data to establish Altrazeal[®] as the standard of care in this patient population.”

The scientific posters demonstrate the unique properties of Altrazeal[®]; including controlled release of actives and the ability to affect biofilm formation. In wound care treatment, biofilms are considered a major impediment to healing. The poster titled, “Modification of Nanoparticle Aggregate Surfaces to Affect Bacterial Migration and Biofilm Formation”, authored by Dr. John St. John, Ph.D., Vice President of ULURU Inc., demonstrates the ability to control biofilm formation. The data shows that it is possible to reduce biofilm formation by changing particle sizes and the materials used to produce dressings. Also, the data demonstrates that the material

composition of Altrazeal[®] and the size of the nanoparticles in the formulation have been optimized to reduce biofilm formation.

Commenting on the poster presentation Dr. John St. John stated, “In the clinical setting physicians have often commented that biofilm formation in contaminated wounds is minimized when the wounds are treated with Altrazeal[®], which contributes to the improved clinical outcomes they are experiencing. The data presented on this poster looks at the underlying mechanism for biofilm inhibition beneath Altrazeal[®]. Further, the data demonstrates clearly, for the bacteria types studied, by adjusting ULURU’s patent Nanoflex[®] formulation parameters and materials biofilm formation can significantly reduce biofilm formation. The poster shows it is possible to build a biofilm-inhibiting wound dressing where the inhibition is a result of physical interactions at the nanoscale level rather than using a bactericidal agent.”

The exhibition booth at SAWC/WHS provides an opportunity for the Company to cost effectively present Altrazeal[®] to an extensive audience of wound care professionals. Clinical data, product information and demonstration of the application techniques of Altrazeal[®] will be provided by our sales representatives.

Commenting on participation at the conference, Kerry P. Gray, President and CEO stated, “Expanding the clinical data and scientific support for Altrazeal[®] is a key component of our marketing strategy. The poster presentations provide us with important data that further confirms the clinical advantages of Altrazeal[®] in the geriatric trauma market. The biofilm data expands the scientific base supporting Altrazeal[®] and further differentiates us from any of the competition.

We expect that this additional data will generate significant interest in Altrazeal[®] and greater product usage.”

Further information on the Spring 2011 SAWC Conference is available at <http://spring.sawc.net>.

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[™] 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 clinical benefits of Altrazeal[®], and anticipated significant additional interest in Altrazeal[®]. 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, 2010, and other reports filed by us with the Securities and Exchange Commission.