

ULURU NEWS

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**ULURU INC. ANNOUNCES CONFERENCE CALL TO DISCUSS FINANCIAL
RESULTS FOR THE FIRST QUARTER ENDED MARCH 31, 2010 AND TO
PROVIDE A BUSINESS UPDATE**

Addison, Texas, May 4, 2010; ULURU Inc. (NYSE Amex: ULU) today announced that it has scheduled a conference call to discuss the first quarter ended March 31, 2010 financial results and to provide a general business update on Monday, May 17, 2010 at 9:00 a.m. Eastern Time.

To participate in the conference call please dial (800) 357-0498, for international callers dial (850) 429-1388 (access code 23616#) five to ten minutes prior to the initiation of the teleconference. If you are unable to listen to the live broadcast, a replay of the call will be available starting on May 17, 2010 two hours following the end of the call until May 31, 2010 at 11:59 p.m. Eastern Time. For the U.S. replay, please dial (866) 415-9493 for international callers dial (585) 419-6446 (access code 23616#). You may also access the replay of the call two hours following the end of the call until May 31, 2010 at 11:59 p.m. Eastern Time via the web by logging onto <http://app.replayrecorder.com/multipoint/>.

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 with improved clinical outcomes

through controlled delivery utilizing its innovative Nanoflex™ Aggregate technology and OraDisc™ transmucosal delivery system. For more information about ULURU Inc., please visit www.uluruinc.com. For more 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. 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.