

ULURU NEWS

Contact: Company

Kerry P. Gray
President & CEO
Terry K. Wallberg
Vice President & CFO
(214) 905-5145

Media Contact:

Stephen Zoegall, Ph.D.
Berry & Co. Public Relations
(212) 253-8881
szoegall@berrypr.com

ULURU INC. ANNOUNCES CONFERENCE CALL TO DISCUSS FINANCIAL
RESULTS FOR THE THIRD QUARTER ENDED

SEPTEMBER 30, 2008 AND TO PROVIDE A BUSINESS UPDATE

Addison, Texas, November 4, 2008; ULURU Inc. (NYSE Alternext: ULU) today announced that it has scheduled a conference call to discuss the third quarter 2008 financial results and provide a general business update on Monday, November 10, 2008 at 10:00 a.m. Eastern Time.

To participate in the conference call, please dial (800) 357-0498, for international callers dial (850) 429-1388 (access code 9298#) 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 November 10, 2008 two hours following the end of the call until November 17, 2008 at 11:59 p.m. Eastern Time. For the U.S. replay, please dial (800) 695-0697 for international callers dial (402) 220-1472 (access code 9298#).

About ULURU Inc.:

ULURU Inc. is a specialty pharmaceutical company focused on the development of a portfolio of wound management, plastic surgery and oral care products to provide patients and consumers with improved clinical outcomes through controlled delivery utilizing its innovative Nanoflex™ Aggregate technology

and transmucosal delivery system. For more information about Altrazeal™, please visit www.Altrazeal™.com. For more information about ULURU Inc., please visit 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. 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 other reports filed by us with the Securities and Exchange Commission.