

ULURU NEWS

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ULURU INC. ANNOUNCES THE ENGAGEMENT OF GILFORD

SECURITIES INCORPORATED TO SERVE AS THE COMPANY'S

FINANCIAL ADVISOR

Addison, Texas, June 23, 2011; ULURU Inc. (NYSE AMEX: ULU) announced today that it has retained Gilford Securities Incorporated (“Gilford”) to serve as the Company’s financial advisor.

Gilford offers a full range of investment banking services and is a full service national investment firm with both retail and institutional clients. The scope of the engagement includes assisting the Company to broaden its investor base with both retail and institutional clients, increase the awareness of ULURU among the investment community, identify transactions to enhance the value of the company assets, evaluate opportunities to enhance shareholder value, and assist in the evaluation of tactical and strategic alternatives.

Commenting on the engagement of Gilford, Kerry P. Gray, President and CEO of ULURU Inc., stated, “I am very pleased with the appointment of Gilford as the Company’s financial advisor. As healthcare is one of the areas of focus for Gilford, their extensive relationships in the field will potentially enable us to more specifically target business and financial opportunities. The services they offer are those that are required by the Company to gain greater exposure in the financial community and assist us enhance shareholder value.”

Kenneth A. Sorensen, Ph.D., Managing Director Healthcare Investment Banking of Gilford, stated, “I am delighted to be working with ULURU and look forward to assisting them achieve their financial and operating objectives. I am impressed with their innovative technologies and the near term potential of the range of products that they have developed.”

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 Inc., 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 greater exposure to the financial community, to target business and financial opportunities, and to enhance shareholder value. These statements are subject to numerous risks and uncertainties, including but not limited to ULURU's compliance with the continued listing standards of the NYSE Amex and to 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.