

ULURU NEWS

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**ULURU INC. ANNOUNCES EXTENSIVE CLINICAL EVIDENCE PRESENTED AT THE 24TH
ANNUAL “CLINICAL SYMPOSIUM ON ADVANCES IN SKIN AND WOUND CARE”**

- Symposium to Feature 16 Poster Presentations on the Clinical Results of Altrazeal™

Addison, Texas, October 21, 2009; ULURU Inc. (NYSE Alternext: ULU) today announced that there will be 16 poster presentations featuring clinical and pharmacoeconomic results at the 24th Annual “Clinical Symposium on Advances in Skin and Wound Care” to be held in San Antonio, Texas from October 22-25.

The posters are being presented by seven different clinical groups and highlight the benefits of using Altrazeal™ in numerous wound types including, diabetic foot ulcers, venous ulcers, trauma skin graft donor sites, skin graft protection, surgical wounds and degenerative skin diseases.

Jim Gleaves M.D., surgeon, Rush Hospital, Meridian, Mississippi who is presenting a poster at the conference stated “Altrazeal™ is the most ‘universal’ wound dressing I have ever encountered in nearly 40 years of practice.”

There are numerous important findings that are demonstrated in these poster presentations:

- Evidence of accelerated wound healing in the following wounds
 - Diabetic Foot Ulcers

- Venous Ulcers
 - Trauma Induced Chronic Wounds
 - Surgical Wounds
 - Degenerate Skin Diseases
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- Controlled clinical study showing a statistically significant reduction in pain
 - Evidence of significant pain reduction and quality of life improvements across multiple wound types
 - Evidence of pharmacoeconomic benefits principally resulting from:
 - Decreased dressing changes
 - Less frequent nursing visits
 - Accelerated healing

Also discussed in the poster presentations are the potential benefits to be derived from using Altrazeal™ in combination with active pharmaceutical ingredients. Physicians have experimented with positive results combining Altrazeal™ with products including iodine and triamcinolone.

Commenting on the poster presentations, Renaat Van den Hooff, President and CEO of ULURU Inc. stated, “This extensive series of poster presentation of Altrazeal™ clearly demonstrates the clinical, economic and patient benefits that can be derived from using Altrazeal™. This clinical data shows benefits in the treatment of a wide variety of wound types. As we continue to accumulate additional clinical data the evidence of accelerated healing and reduction in pain and improved patient benefits is becoming extremely compelling giving us a very favorable product profile.”

Altrazeal™, a transforming powder dressing which is produced using our patented Nanoflex™ Technology, is suitable for exuding wounds such as burns, abrasions, trauma, skin graft donor sites, surgical wounds and chronic slow-healing wounds such as diabetic foot ulcers, pressure 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 and enhancing patient comfort, ease of application and removal and, in most cases, not requiring a secondary dressing.

Renaat Van den Hooff continued, “This is the first time that clinical evidence has demonstrated the pharmacoeconomic benefits of Altrazeal™. Given the drive to reduce health care costs we believe that this is a very important finding which favorably positions Altrazeal™ in the market place. We intend to continue to demonstrate the patient and economic benefits that can be derived using Altrazeal™ for the treatment of many chronic and acute wounds. By generating additional data that supports these findings we believe that we can clearly differentiate Altrazeal™ in the market place and significantly decrease the cost associated with wound care.”

The 24th Annual “Clinical Symposium on Advances in Skin and Wound Care” will be held on October 22-25, 2009 at the Grand Hyatt San Antonio and the Henry B. Gonzalez Convention Center in San Antonio, Texas. For more information about the conference please visit www.symposiumonwoundcare.com.

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 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 benefits,

effectiveness, success in wound healing, clinical outcomes, and suitability of Altrazeal™, pharmacoeconomic benefits 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-K for the year ended December 31, 2008, and other reports filed by us with the Securities and Exchange Commission.