

## ULURU NEWS

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**ULURU INC. ANNOUNCES THE FILING OF A 510(K) APPLICATION FOR**

**ALTRAZEAL® COLLAGEN**

**– Expands Altrazeal® Product Line in a Growing Category –**

**Addison, Texas, May 4, 2011; ULURU Inc. (NYSE AMEX: ULU)** announced today that it has filed a 510(k) application with the U.S. Food and Drug Administration to obtain marketing authorization for Altrazeal® Collagen.

Collagen containing wound care products represent a growing segment of the advanced wound care market. Collagen stimulates cellular migration and contributes to new tissue development. Collagen dressings encourage the deposition and organization of newly formed collagen, creating an environment that fosters healing. Biomaterials with collagen stimulate the wound healing cascade, recruiting specific cells during this process and ultimately, enhance wound healing.

Commenting on the Company's 510(k) application, Kerry P. Gray, President and CEO of ULURU Inc., stated, "Altrazeal® Collagen is an important line extension for our wound care franchise. Initial studies indicate that combining Altrazeal® with collagen provides accelerated wound healing compared to collagen alone, potentially providing additional synergistic benefits. The collagen market segment is a growing and important category within advanced wound care. Having Altrazeal® Collagen available will enable our sales representatives to provide an additional alternative therapy to the wound care professional to treat chronic wounds."

Mr. Gray continued, “The expansion of the Altrazeal<sup>®</sup> product line to include a collagen product and a silver containing product is an important component of our wound care strategy. Having this full compliment of products will enable us to more effectively compete in the major wound care market segments. Altrazeal<sup>®</sup> Collagen further enhances the value of the Company’s Altrazeal<sup>®</sup> franchise and makes this asset more attractive to potential strategic partners.”

**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<sup>®</sup> Aggregate technology and OraDisc<sup>™</sup> transmucosal delivery system. For further information about ULURU Inc., please visit our website at [www.uluruinc.com](http://www.uluruinc.com). For further information about Altrazeal<sup>®</sup>, please visit [www.Altrazeal.com](http://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 our belief that wound care products containing collagen represent a growing market, our belief that Altrazeal<sup>®</sup> Collagen accelerates wound healing, and our ability to compete in the wound care market. 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.*