

# ULURU NEWS

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**ULURU INC. TO HOST SATELLITE SYMPOSIUM AT THE 23<sup>RD</sup> ANNUAL “CLINICAL  
SYMPOSIUM ON ADVANCES IN SKIN & WOUND CARE”**

**- SYMPOSIUM TO FEATURE ALTRAZEAL™ CLINICAL OUTCOMES**

**Addison, Texas, October 13, 2008; ULURU Inc. (NYSE Alternext: ULU)** today announced that it will be sponsoring a Satellite Symposium titled “Altrazeal™- Transforming Clinical Wound Management - from Science to Outcomes With An Innovative Powder Dressing” on October 29, 2008 at 7a.m. at the “Clinical Symposium On Advances in Skin and Wound Care” being held in Las Vegas.

Moderating the Satellite Symposium and presenting clinical outcomes data will be Jeffery A. Niezgoda, MD, FACHM, FAPWCA Director of the Center for Comprehensive Wound Care and Hyperbaric Oxygen Therapy, Aurora Health Care. Also presenting at the Symposium will be Peter J. Sordi, MD, FACS who will present data on clinical outcomes and John V. StJohn, PhD, Uluru’s Vice President of Material Science, who will present the science behind the Nanoflex™ Technology and the unique properties of Altrazeal™.

Altrazeal™, a transforming powder dressing, which is produced using our 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.

Commenting on the Satellite Symposium Dr. Jeffery Niezgoda stated, “I have been very impressed with the clinical results I have achieved using Altrazeal™. A goal of this symposium is to communicate the benefits of Altrazeal™ and teach the best clinical practices to enable healthcare professionals involved in wound care to provide the best clinical outcomes for their patients utilizing this transformational technology. This product offers the potential to truly change the way healthcare providers approach their treatment of wounds.”

Altrazeal™ creates an ideal healing environment by forming a moist flexible film over the surface of a wound. It is believed that the high moisture vapor transfer rate of the dressing decreases pressure in the wound bed, which stimulates cell growth, thus promoting the formulation of new tissue which enhances the healing process.

Renaat Van Dan Hooff, Executive Vice-President of Operations of Uluru Inc. commented, “We are delighted that Dr. Niezgoda and Dr. Sordi will be presenting their clinical experience at the Satellite Symposium. During the past four months we have accumulated extensive clinical experience across all wound types. Data we have gathered applying Altrazeal™ to chronic wounds, trauma and burns, indicates accelerated healing rates, decreased dressing changes and a reduction in wound management nursing time. Patient feedback is overwhelmingly positive and indicates decrease in pain, increased comfort and a positive response to the elimination of tapes and adhesives associated with secondary dressings.”

The satellite symposium will be held on Wednesday, October 29, at the Rio All Suite hotel & Casino in Las Vegas. The program begins at 7 a.m. and is open to all clinicians, nurses and other treatment professionals in wound management. To register for the symposium or for additional information, contact:

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**About ULURU Inc.:**

**ULURU Inc.** is an emerging specialty pharmaceutical company focused on the development of a portfolio of wound management, plastic surgery and oral care products to provide patients and consumers improved clinical outcomes through controlled delivery utilizing its innovative transmucosal delivery system and Nanoflex™ Aggregate technology. For further information about ULURU Inc., please visit our website at [www.uluruinc.com](http://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, including but not limited to statements made relating to the response to the product from patients, the importance of use of the product for burn victims, the ability to use the product for chronic wounds, the perception of the product as a transformational innovation in the wound care market, the product accelerates healing and decreases pain, decreases dressing changes and reduction in wound management nursing time. 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, Quarterly Report on Form 10-Q for the quarter ended June 30, 2008 and other reports filed by us with the Securities and Exchange Commission.*