

ULURU NEWS

Investor contact:

Terry K. Wallberg
Vice President & CFO
(214) 905-5145

Media Contact:

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

**ULURU INC. HOSTS SYMPOSIUM ON ALTRAZEAL™ AT THE 23RD ANNUAL
CLINICAL SYMPOSIUM ON ADVANCES IN SKIN & WOUND CARE**

- *Dr. Jeffrey A. Niezgoda and Dr. Peter J. Sordi provide updates on a wide range of patient treatment experiences with Altrazeal™ -*
- *John St. John, Ph.D. gives perspectives on design and features of Altrazeal™ -*

Las Vegas, NV, October 30, 2008; ULURU Inc. (NYSE Alternext: ULU) – Clinical updates and new case studies on the application of Altrazeal™ - Transforming Powder Dressing were presented yesterday at a special session of this year's annual Clinical Symposium on Advances in Skin & Wound Care. The session was hosted by ULURU Inc.

Dr. Jeffrey A. Niezgoda, M.D., FACHM, FAPWCA, Director of the Centers for Comprehensive Wound Care and Hyperbaric Oxygen Therapy, Aurora Health Care, presented in-depth clinical updates on patients treated with Altrazeal™. Cases included venous ulcers, a diabetic foot ulcer, and a chronic wound associated with a mastectomy and radiation therapy. In many cases, patients treated with standard of care who had wounds that had failed to heal for periods up to six months healed and in all cases patients experienced significant improvements in healing and pain reduction after treatment with Altrazeal™. Assessing the implications of these case studies to

attendees, Dr. Niezgoda stated that “we have tested Altrazeal™ in the treatment of more than 50 patients. This product is a significant advance in the care and treatment of wounds and will transform the way we do wound care.”

Dr. Peter J. Sordi, M.D., FACS, also presented clinical experience from cases of patients under his care. Dr. Sordi reported that one immediate benefit was the reduction of pain in patients treated with Altrazeal™. Cases he presented included trauma, venous and arterial ulcers, a midline abdominal wound, and a wound associated with surgical excision of melanoma of the scalp. Patients who had failed alternative therapy experienced excellent healing rates when treated with Altrazeal™. Clinical evidence showed that Altrazeal™ could be left in place for most patients with no secondary dressing for a period of up to 14 days.

“We are delighted that these distinguished wound care experts are discovering and sharing with their colleagues the unique benefits of treating patients with Altrazeal™,” said Kerry P. Gray, President and CEO of ULURU Inc. “These very promising in-clinic results reinforce our belief that Altrazeal™ is positioned to revolutionize the way exuding wounds are treated. We are very grateful to Dr. Niezgoda and Dr. Sordi for their pioneering efforts in using Altrazeal™, and we look forward to sharing more exciting results from them and the many other wound care specialists across the country who have used the product and others who are eager to put this product to work for their patients.”

The session also included a presentation on the composition and properties of Altrazeal™ by John V. St. John, Ph.D., Vice President of Material Science at ULURU Inc. Dr. St. John

discussed key aspects of the product that provide unique benefits in the treatment of exuding wounds including its high moisture vapor transpiration rate, promotion of an optimal moist wound healing environment, skin-mimetic moisture content, strength and flexibility.

Altrazeal™, a transforming powder dressing based on NanoFlex™ technology, is a breakthrough new treatment designed specifically for exuding wounds including burns, trauma, skin graft donor sites, surgical wounds and chronic slow-healing wounds such as diabetic foot ulcers, pressure ulcers and venous ulcers. Altrazeal™ provides additional patient benefits including reduced pain and enhanced patient comfort, ease of application and removal, and in most cases does not require a secondary dressing.

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 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, including but not limited to statements made relating to the response to the product from patients, the importance of use of the product for acute wounds, 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 and dressing changes. 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.