

# ULURU NEWS

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**ALTRAZEAL™ CLINICAL EVIDENCE TO BE PRESENTED AT THE**  
**AMERICAN PROFESSIONAL WOUND CARE ASSOCIATION (APWCA)**  
**NATIONAL CLINICAL CONFERENCE 2009**

**Addison, Texas, April 1, 2009; ULURU Inc. (NYSE Alternext: ULU)** announced today that clinical evidence on the treatment of wounds using Altrazeal™ Transforming Powder Dressing, and data on the physical properties of Altrazeal™ Silver will be presented at the annual APWCA National Clinical Conference in Philadelphia, April 2-5, 2009. The work will be presented in podium presentations and with posters on display during the meeting.

Renaat Van den Hooff, President and CEO of ULURU Inc., commented: “Since the launch of Altrazeal™ in June 2008, we have accumulated extensive clinical experience across all wound types. The presentation of this data in a formal forum is a reflection of the execution of an important part of our 2009 business strategy.”

Dr. Brock Liden, DPM of the Berger Health Care Center in Circleville, Iowa, will discuss at one podium presentation a talk titled “Treatment methods and experience with a novel aggregating

powder dressing.” In this presentation, Dr. Liden will detail his experiences and best clinical practice using Altrazeal™, application techniques, and what to expect when applying and treating wounds with the dressing.

In addition, clinical evidence using Altrazeal™ in treatment of diabetic foot ulcers, surgical wounds, and difficult to treat wounds such as those on sickle cell patients or patients afflicted with lymphangioma or pyoderma will be presented. A total of five posters detailing clinical evidence of Altrazeal™ will be displayed including one that shows the successful use of Altrazeal™ under contact casts in the treatment of diabetic foot ulcers. Commenting on the product, Dr. Greg Bohn, MD, FACS, Medical Director of the Trinity Center for Wound Care and Hyperbaric Medicine in Bettendorf, Iowa, and author of three of the posters stated, “Altrazeal™ is proving to be a very versatile dressing in wound care. The ability to apply it for up to 30 days and combine it with other substances will have substantial impact in the wound care field.”

Dr. John St. John, the Company’s Vice President of Research and Development, will present a podium presentation on the development path of Altrazeal™ and the Altrazeal™ family of wound dressings.

In addition, another poster will be presented with data on the biocompatibility and physical properties of Altrazeal™ Silver. The Company will also exhibit Altrazeal™ Transforming Powder Dressing at a booth during APWCA, demonstrating the mechanism of action and ease of application for wound care professionals in attendance.

Details of APWCA are available online at <http://www.apwca.org/apwca2009>.

**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 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 benefits, effectiveness, biocompatibility, ease of application, success in wound healing, and suitability of Altrazeal™ 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.*