

ULURU NEWS

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ULURU INC. OBTAINS STATUS OF APPROVED SUPPLIER WITH MCKESSON.

Addison, Texas, December 3, 2009; ULURU Inc. (NYSE Alternext: ULU) announced today that McKesson Medical-Surgical, Inc., one of the major pharmaceutical distributors in the United States, has approved ULURU Inc. to be one of its suppliers and has placed its first significant order for Altrazeal™. McKesson Medical-Surgical delivers a comprehensive offering of medical-surgical supplies, medical equipment and health care technology-related services to the alternate site market, including physician offices, surgery centers, long-term care facilities and home care businesses throughout the United States.

Renaat Van den Hooff, President and CEO of ULURU Inc., commented: “This is an important milestone for the commercialization of Altrazeal™ since it will open up new business channels in the Home Health Care, Long Term Care and Physician Office Markets.”

Altrazeal™ is an innovative breakthrough wound dressing, 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.

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 commercialization of Altrazeal™. These statements are subject to numerous risks and uncertainties, including but not limited to the risk factors detailed in ULURU Inc.'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.