

ULURU NEWS

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**ULURU TO PRESENT CLINICAL EVIDENCE AND ADVANCED
RESEARCH ON ALTRAZEAL AT THE SOCIETY FOR ADVANCE
WOUND CARE CONFERENCE FOR 2009**

Addison, Texas, April 23, 2009; ULURU Inc. (NYSE AMEX: ULU) announced today that clinical evidence on the treatment of wounds using Altrazeal™ along with pre-clinical and physical data on Altrazeal™ and Altrazeal™ Silver will be presented at the annual Society for Advance Wound Care Conference (“SAWC”) being held in Grapevine, Texas, April 26-30, 2009. The clinical evidence and data will be presented on posters on display during the meeting.

Renaat Van den Hooff, President & CEO of ULURU Inc., commented: “We are excited about the breadth of clinical experience and the depth of research on Altrazeal™ and look forward to presenting at this important forum. The scientific advances associated with Altrazeal™ are translating into positive clinical results for patients and wound care professionals.”

At SAWC, clinical evidence will be presented on topics such as: best clinical practice using Altrazeal™; treatment of diabetic foot ulcers; and an innovative surgical technique using Altrazeal™ as the primary dressing in staple and suture free mesh skin graft protection. Commenting on the new surgical technique, Dr. James Gleaves, FACS of Rush Hospital Wound Care, Hyperbaric and Limb Salvage Center, Meridian, Mississippi and co-author of two posters on the surgical procedure stated, “The development of a technique to cover and protect a mesh skin graft using a single product without staple or suture fixation will aid in patient comfort and could provide important benefits to patients and caregivers.”

In addition to the clinical evidence presented, data will also be shown detailing advanced performance and unique applications of Altrazeal™. Preclinical data will also be presented on the biocompatibility and physical properties of our product in development, Altrazeal™ Silver.

ULURU will be exhibiting Altrazeal™ at their booth during SAWC, demonstrating its unique mechanism of action and ease of application for wound care professionals in attendance.

Details of SAWC are available online at <http://www.sawc.net>

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, please visit our website at www.uluruinc.com. For further information about Altrazeal™, please visit our website at 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 benefits, effectiveness, biocompatibility, patient comfort, ease of application, success in wound healing, and suitability of Altrazeal™ and Altrazeal™ Silver, 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.