

ULURU NEWS

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**ULURU INC. PRESENTS DATA ON NEGATIVE PRESSURE RELATED TO
ALTRAZEAL™ AT THE DIABETIC LIMB SALVAGE CONFERENCE IN
WASHINGTON, D.C.**

Addison, Texas, September 24, 2009; ULURU Inc. (NYSE Alternext: ULU) announced today the presentation of important clinical data and research at the 2009 Diabetic Limb Salvage (DLS) Conference in Washington, D.C. One poster presentation demonstrates the physics and modeling of Altrazeal and the mechanism for exudate management and the generation of low pressure when in place on a wound. John St. John, PhD, Vice President of Research and Development for ULURU Inc. commented, “This data explains how Altrazeal was designed using patented Nanoflex™ Technology to provide maximum moisture vapor transpiration and how capillary forces provide decreased pressure without an external vacuum pump”.

A second poster presentation will provide data and analysis of the recently concluded randomized clinical study of Altrazeal in split thickness skin graft donor sites. The poster will focus on the decrease in pain and improved patient comfort associated with what is traditionally a painful wound.

Renaat Van den Hooff, President and CEO of ULURU Inc., commented: “We are again very pleased to be able and present new and exciting data related to Altrazeal at this important conference. We continue to dedicate ourselves to building a base of clinical evidence and I look forward to interactions with some of the leaders in healing diabetic wounds at this important research meeting”.

The Diabetic Limb Salvage Conference takes place in Washington, D.C and at Georgetown University Hospital September 24-26, 2009. More information about the conference can be found at www.dlsconference.com/index.html.

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 benefits, effectiveness, success in wound healing, clinical outcomes, 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.