

ULURU NEWS

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ULURU INC. TO EXHIBIT ALTRAZEAL™ AND SUPPORTIVE CLINICAL RESEARCH

PRESENTATIONS AT 2010 WOCN/WCET JOINT CONFERENCE

Addison, Texas, June 14, 2010; ULURU Inc. (NYSE Alternext: ULU) announced today that six posters detailing clinical experience using Altrazeal™ Transforming Powder Dressing will be presented at the 2010 Joint Conference of the Wound Ostomy and Continence Nurses Society (WOCN) and World Council of Enterostomal Therapists (WCET) on June 14-16 in Phoenix, Arizona. ULURU will be present at the conference with an exhibit booth to provide education on best clinical practice with Altrazeal™ to the more than 4,500 nurse professionals attending the joint meeting who are experts in the care of patients with wound, ostomy and continence disorders.

Chris Stergion, Director of Sales and Marketing for ULURU, stated, “This joint conference is an important forum to attend and present Altrazeal™ to this important group of wound care professionals. More than 90% of the attendees at this conference make recommendations to patients for wound care products. We have developed important data on clinical experiences to demonstrate how Altrazeal™ can provide significant benefits to healthcare professionals and patients in numerous wound types that these nurses routinely treat.”

In addition to the commercial sales and marketing presence for Altrazeal™ at the joint conference, several other wound care professionals are presenting clinical evidence and best clinical practice for Altrazeal™. Six posters will be presented detailing clinical practice including clinical and pharmacoeconomic benefits in home healthcare, pain management in patients with venous leg ulcers, treatment of peristomal wounds, and combinations of Altrazeal™ with negative pressure wound therapy. These presentations further add to the extensive clinical data that has been developed to support Altrazeal™.

Kerry Gray, President and CEO of ULURU, stated, “We continue to make great strides developing clinical data to support Altrazeal™. By focusing our efforts on education for clinical professionals, who are important decision makers in the treatment of wounds, we believe that Altrazeal™ will be more rapidly adopted as a standard of care. We have great confidence in the significant benefits that Altrazeal™ provides both patients and health care providers including pain management, decreased cost of care, and reduced nursing interventions for the treatment of chronic wounds.”

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, biocompatibility, ease of application, 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, 2009, and other reports filed by us with the Securities and Exchange Commission.