

## ULURU NEWS

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**ULURU INC TO PRESENT ALTRAZEAL™ CLINICAL EVIDENCE AT THE  
AMERICAN PODIATRIC MEDICAL ASSOCIATION (APMA) ANNUAL SCIENTIFIC  
MEETING IN TORONTO, CANADA**

**Addison, Texas, July 29, 2009; ULURU Inc. (NYSE Alternext: ULU)** announced today that the application of Altrazeal™ and best clinical practice will be demonstrated in a hands-on Wound Care Pre Conference Workshop at the APMA Annual Scientific Meeting July 28 - August 2. In addition, clinical evidence on the treatment of wounds using Altrazeal™ Transforming Powder Dressing will be presented on posters during the meeting.

Renaat Van den Hooff, President and CEO of ULURU Inc., commented, “These presentations are a reflection of our ongoing commitment to publish clinical evidence relating to Altrazeal™ across all wound types and are an integral part of our 2009 business strategy.”

Dr. Brock Liden, DPM and Faculty at the APMA Annual Meeting of Berger Health Care Center, Circleville, Iowa, will be presenting a lecture on how to apply and incorporate Altrazeal™ in clinical practice. Following the lecture, workshop participants will be able to learn application

techniques and receive clinical guidance for treating wounds with Altrazeal™ in a rotation using porcine tissue as simulated wounds.

Commenting on the workshop, Dr. John St. John, Vice President R&D of ULURU Inc., stated, “Altrazeal™ has provided clinical benefits in the treatment of chronic wounds. We are excited that this workshop will provide clinicians with the opportunity to learn best clinical practice with Altrazeal™ and are confident that this will help in wound treatment at their clinics.”

Several clinicians will also be presenting poster presentations on various applications of Altrazeal™ in woundcare at the APMA Conference. Tracey Vlahovic, DPM of Temple University is co-author of a poster detailing applications of Altrazeal™ in difficult to treat wounds. Greg Bohn, MD of Bettendorf, Iowa, will present a poster that details pain reduction experienced by patients treated with Altrazeal™. A poster will be presented by the team of David Armstrong, DPM, Ryan Fitzgerald, DPM, and Manish Bharara from the University of Arizona on the use of Altrazeal™ in the management of wounds associated with limb salvage.

Details of the APMA Annual Scientific Meeting are available online at <http://www.apma.org/Members/Events/TheNational.aspx>

#### **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](http://www.uluruinc.com). For further information about Altrazeal™, please visit [www.Altrazeal.com](http://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, 2008, and other reports filed by us with the Securities and Exchange Commission.*