

ULURU NEWS

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ULURU INC. TO PRESENT ALTRAZEAL™ CLINICAL EVIDENCE AT THE 2010

AMERICAN PROFESSIONAL WOUND CARE ASSOCIATION (APWCA)

NATIONAL CLINICAL CONFERENCE

- **Oral Presentation on Pain Relief, Moisture Management and Restoring Quality Of Life**

Addison, Texas, April 8, 2010; ULURU Inc. (NYSE Amex: ULU) announced today that the Company will be presenting clinical data at the 2010 American Professional Wound Care Association (APWCA) National Conference in Philadelphia, PA April 8-11, 2010. At the conference, Altrazeal™ clinical evidence, best clinical practices, and advanced clinical applications will be showcased in both podium and poster presentations.

Dr. Gregory Bohn, MD, FACS, Medical Director of the Trinity Center for Wound Care and Hyperbaric Medicine in Bettendorf, Iowa, will be giving a podium presentation on Saturday, April 10, titled “Transforming Powder Wound Dressing Relieves Pain and Manages Moisture, Restoring Quality of Life”. In addition, Dr. Bohn will present numerous additional posters on topics including, the use of Altrazeal™ in conjunction with mesh skin graft fixation, Altrazeal™ as a cost effective management technique in difficult to heal wounds, use of Altrazeal with negative pressure wound therapy and the unique physical properties of Altrazeal™ and their potential impact on wound healing.

Commenting on the clinical data being presented, Dr. Bohn stated, “I use Altrazeal™ extensively in my clinic and have achieved excellent clinical results in an extensive range of wound types and have demonstrated the cost-effectiveness of the dressing. The presentations at APWCA will demonstrate techniques and cases where we have had great success in treating patients with Altrazeal™ as part of our treatment protocol.”

Renaat Van den Hooff, President and CEO of ULURU Inc. commented, “We are extremely pleased that Dr. Bohn has been chosen to give an oral presentation on Altrazeal™. This forum will give Altrazeal™ great visibility at this prestigious conference. The clinical data being presented further adds to the extensive data supporting the use of Altrazeal™ in acute and chronic wounds and the economic and patient benefits Altrazeal™ provides. The conference gives us the opportunity to discuss Altrazeal™ with many clinical professionals who have used the product as well as the forum to introduce Altrazeal™ to the clinicians who have yet to experience the benefits to be gained from using the product.”

In addition, ULURU will be presenting a poster on best clinical practice with Altrazeal™ showing application techniques for treating three specific wound types; diabetic foot ulcers, venous ulcers and pressure ulcers.

ULURU will also have a booth in the exhibit area at the APWCA to provide information on Altrazeal™ to wound care professionals, including application techniques, best clinical experience, and reimbursement.

Information about APWCA and the annual conference can be found at www.APWCA.org.

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, reimbursement 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.