

ULURU NEWS

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ULURU INC. TO PRESENT ALTRAZEAL™ CLINICAL EVIDENCE AT THE 23rd ANNUAL
SYMPOSIUM ON ADVANCED WOUND CARE AND WOUND HEALING SOCIETY
(SAWC/WHS)

-Follows Highly Successful Oral Presentation at the 2010 American Professional Wound Care
Association Conference

Addison, Texas, April 15, 2010; ULURU Inc. (NYSE Amex: ULU) announced today that the company will present clinical evidence at the 2010 joint annual meeting of the Symposium on Advanced Wound Care and the Wound Healing Society (SAWC/WHS) in Orlando, Florida, April 17-20. SAWC/WHS is the premier wound care educational program within this clinical field and is the largest annual gathering of wound care clinicians in the United States. More than 2,000 physicians, podiatrists, nurses, therapists, and researchers are expected to attend the 2010 SAWC/WHS meeting. In addition to the presentation of the clinical evidence, the Company will also be providing educational guidance, showcasing advanced research on Altrazeal™ and products in the Altrazeal™ pipeline.

Posters detailing application techniques and clinical care with Altrazeal™ in all major wound types, including diabetic foot, pressure and venous ulcers, will be presented to show how the product can be used in practice to treat these wounds.

Altrazeal™ has shown a statistically significant decrease in pain in a randomized controlled clinical study. This effect is further demonstrated in a case study detailing pain management in patients with

venous ulcers, to be presented by Catherine T. Milne, APRN, MSN, BC-ANP, CWOCN of Connecticut Clinical Nursing Associates, LC Bristol Hospital Wound, Ostomy, Lymphedema Center Bristol, Connecticut. Ms. Milne stated, “Wound pain is a tremendous burden for these patients. Having found a topical, cost effective method to reduce pain enhances patient compliance in wound care.”

Details of how to incorporate Altrazeal™ into the home healthcare practice, including patient selection and clinical protocols, will be demonstrated in a poster authored by Bobbie Spitz, RN CNS - BC CWS of the Aurora Visiting Nurse Association of Wisconsin in Milwaukee, Wisconsin. The poster titled, “Patient Selection and Incorporation of a Novel Transforming Powder Dressing in Home Healthcare” describes cost benefits and nursing time benefits to be derived using Altrazeal™ in certain patient populations.

A number of clinical posters by Greg Bohn, MD, FACS, Medical Director of the Trinity Center for Wound Care and Hyperbaric Medicine in Bettendorf, Iowa, explain multiple case studies where Altrazeal™ has been used successfully in difficult to heal wound types. Also, a poster describes how utilizing total contact casts with Altrazeal™ may shorten days to heal in neuropathic diabetic foot ulcers. Another poster will detail cases where techniques were developed to incorporate Altrazeal™ in the treatment of pressure ulcers, with pain and moisture management, in this difficult to treat class of wounds.

These poster presentations by Dr. Bohn follow his well-attended podium presentation at the American Professional Wound Care Association (APWCA) national conference on Saturday, April 10th. The presentation titled “Transforming Powder Wound Dressing Relieves Pain and Manages Moisture, Restoring Quality of Life” generated significant audience participation in a question and answer session following the presentation, generating very positive feedback on the attributes of Altrazeal™.

Renaat Van den Hooff, President and CEO of ULURU Inc., commented, “The clinical experience data that will be presented at the SAWC/WHS Symposium is compelling and highlights the clinical, pharmaceutical and patient benefits that Altrazeal™ provides. This event comes only a week after a highly

successful presentation of clinical evidence and Dr. Bohn's presentation at the APWCA conference. These meetings allow more and more clinicians to discover the benefits that Altrazeal™ provides.”

ULURU will also present a poster detailing the preclinical and formulation development of Altrazeal Collagen, a new and important addition to the Altrazeal™ family of products.

A set of three advanced technology Altrazeal™ posters have also been accepted for presentation at the prestigious Wound Healing Society Blue Ribbon Poster contest. These posters include a technique for moisture management of living skin equivalent constructs when combined with Altrazeal, details surrounding the effectiveness and importance of intimate contact between Altrazeal™ Silver and tissue and a poster on an innovative Nanoflex™ technology advancement utilizing ULURU's gel formulation as a tunneling wound gel.

ULURU will also be present at the SAWC/WHS conference with a booth in the exhibit space to provide information on Altrazeal™ application techniques, best clinical experiences and the patient and economic benefits to be derived using Altrazeal™.

Information about SAWC/WHS and the annual spring meeting can be found at spring.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 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.