

# ULURU NEWS

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## **ULURU INC. TO PRESENT AT THE 8<sup>TH</sup> WORLD BIOMATERIALS CONGRESS**

**- Invited Oral Presentation by Dr. John St. John -**

**- Three Poster Presentations on the Hydrogel Nanoparticle Technology -**

**Addison, Texas, May 28, 2008; ULURU Inc. (AMEX. ULU)** today announced that at the upcoming 8<sup>th</sup> World Biomaterials Congress, to be held in Amsterdam from May 28<sup>th</sup> to June 1, 2008, Dr. John St. John, ULURU's Vice President of Material Science, will give an invited oral presentation along with the presentation of three posters.

The title of the invited oral presentation is "Strategies for Tissue Regeneration in Wound Healing with Controlled Release of Actives from Hydrogel Nanoparticle Wound Dressings". This presentation will be made in the session "Tissue Repair and Regeneration" to be conducted on June 1, 2008.

A poster titled "Control of Vascular Proliferation and Healing in Acute Wounds with Controlled Release of VEGF from Hydrogel Nanoparticle Dressings" will be presented in a session on May 31, 2008. Additionally, two posters will be presented at the "Biomaterials for Plastic Surgery – Poster Session" on May 31, 2008. The titles of these posters are "Formulation and Preclinical Evaluation of Hydrogel Nanoparticle-Hyaluronic Acid Dermal Fillers" and "Hydrogel Nanoparticle Gels as Breast Implant Filler Materials".

Commenting on the upcoming presentation Dr. John St. John stated “I am very pleased to be an invited speaker at this prestigious Biomaterials Congress. This Congress gives ULURU the opportunity to showcase our hydrogel nanoparticle aggregate technology along with a portion of the extensive body of work that we have accumulated supporting our product developments. Additionally, this is an ideal forum to present a representative part of the extensive data that we have generated on the controlled release of active agents to improve wound healing”.

Utilizing the experience we are gaining in the United States, we are planning to roll out the launch of Altrazeal™, ULURU’s first wound dressing utilizing our nanoparticle aggregate technology, extensively throughout the world in the upcoming 12 months. Activities are ongoing to secure a CE mark designation by year-end 2008 which would enable Altrazeal™ to be marketed throughout Europe and other international markets. The initial wound dressing containing an active agent, silver, an anti microbial and anti bacterial agent, has recently completed the necessary GLP toxicology studies and we expect to file for 510k approval with the FDA in the second half of 2008.

**About ULURU Inc.:**

**ULURU Inc.** is a specialty pharmaceutical company focused on the development of a portfolio of wound management, oral care and plastic surgery products to provide patients and consumers improved clinical outcomes through controlled delivery utilizing its Hydrogel Nanoparticle Aggregate technology and innovative transmucosal delivery system. For further information about ULURU Inc., please visit our website at [www.uluruinc.com](http://www.uluruinc.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 our expectation of filing a 510k in the second half of 2008, the expectation of rolling out the launch of Altrazeal™ extensively throughout the world in the upcoming 12 months and the expectation of securing of a CE Mark designation by year-end 2008. 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-KSB for the year ended December 31, 2007, Quarterly Report on Form 10-Q for the quarter ended March 31, 2008 and other reports filed by us with the Securities and Exchange Commission.*