

ULURU NEWS

Contact: Company

Renaat Van den Hooff

President & CEO

Terry K. Wallberg

Vice President & CFO

(214) 905-5145

ULURU INC. TO PRESENT ALTRAZEAL™ CLINICAL EVIDENCE AND

ADVANCED THERAPEUTIC RESEARCH AT THE

DIABETIC FOOT GLOBAL CONFERENCE (DFCon) 2009

Addison, Texas, March 18, 2009; ULURU Inc. (NYSE Alternext: ULU) announced that clinical evidence on the treatment of diabetic foot ulcers, and data on the use of its patented Nanoflex™ Technology for Therapeutic Delivery will be presented at the annual DFCon Global Meeting in Los Angeles, California March 19-21. The work will be presented on posters that will be on display during the meeting.

Clinical evidence will be presented on a poster titled, “Nanoparticulate Aggregate Wound Dressing in the Management of Soft Tissue Wounds”. This research details the application of Altrazeal™ in the treatment of a patient following radical debridement of necrotizing fasciitis. Commenting on the work, DFCon organizer and one of the study’s co-authors, Dr. David Armstrong, Professor of Surgery and Director, Southern Arizona Limb Salvage Alliance (SALSA) University of Arizona College of Medicine stated, “We have been provisionally impressed with this modality. We believe that marrying such technologies with an aggressive

team effort might well prove helpful in reducing the unnecessarily high rate of amputations in the USA and worldwide.”

Further clinical evidence for the use of Altrazeal™ in treating diabetic foot ulcers is detailed in a poster titled, “Properties of a Novel Powder Wound Dressing and Clinical Experience in Diabetic Foot Ulcers.” This work presents the use of Altrazeal™ Transforming Powder Dressing in the treatment of four separate ulcers in diabetic patients. The treatments were performed by Gregory Bohn, MD FACS, the Medical Director of Trinity Center for Wound Care and Hyperbaric Medicine in Bettendorf, IA., Sid Sharma, DPM FAPWCA, and Gianni Persich, DPM FAPWCA both at All Country Podiatry in NY. Four cases of ulcers present on heel, toe or ankle are shown and each was treated with Altrazeal™ following wound bed preparation. For all four patients, the time to healing was between one and four weeks and one patient’s ulcer had been present in stasis for 24 weeks prior to Altrazeal™ treatment. Commenting on the results, Dr. Persich stated, "Altrazeal™ represents a new generation of smart dressings which will greatly aid in treating these complex wounds.”

A third poster titled, “Nanoflex™ Technology Applied to the Development of Advanced Controlled Release Dressings” highlights the flexibility of ULURU’s patented technology in the delivery of molecules both in the laboratory and in vivo animal models. Data is presented on the delivery of small molecule therapeutics and the delivery of the therapeutic protein, VEGF to a wound bed in a porcine model resulting in dramatic differences in the effects of controlled release on the healing endpoint. Dr. John St. John, Vice President of Research and Development for ULURU Inc. stated, “These results demonstrate evidence of the capability of our Nanoflex™ technology to allow the development of medical devices to target the specific phases of the wound healing cycle.”

Abstracts for these posters are available on the DFCon website at <http://www.dfcon.com/abstracts.html>.

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 transmucosal delivery system and Nanoflex™ Aggregate technology. For further information about ULURU Inc., please visit our website at 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 the benefits, effectiveness, 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-KSB for the year ended December 31, 2007 and quarterly report on Form 10-Q for the quarter ended September 30, 2008, and other reports filed by us with the Securities and Exchange Commission.