

ULURU NEWS

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ULURU INC. TO PRESENT AT THE THOMAS WEISEL PARTNERS

HEALTHCARE CONFERENCE 2008

Addison, Texas, September 4, 2008; ULURU Inc. (AMEX. ULU) today announced that it is scheduled to present at the Thomas Weisel Partners Healthcare Conference at 3:15 p.m. Eastern Time on Thursday, September 4, 2008.

About ULURU Inc.:

ULURU Inc. is an emerging specialty pharmaceutical company focused on the development of a portfolio of wound management, plastic surgery and oral care products to provide patients and consumers improved clinical outcomes through controlled delivery utilizing its innovative transmucosal delivery system and Hydrogel Nanoparticle 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 response to the product from physicians and nurses, the importance of use of the product for burn victims, our expectation of enhanced patient comfort, the ability to use the product for chronic wounds, the perception of the product as a transformational innovation in the wound care market, our plan to add two products to our wound care franchise in 2009, and our expectation of filing a 510k in the third quarter and a product

launch in the first quarter of 2009. 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.