

ULURU NEWS

Contact: Company

Kerry P. Gray

President & CEO

Terry K. Wallberg

Vice President & CFO

(214) 905-5145

ULURU Inc. to Present at Cowen and Company 28th Annual

Health Care Conference 2008

Addison, Texas, March 18, 2008; ULURU Inc. (Amex: ULU) announced today that Kerry P. Gray, the company's President and Chief Executive Officer, will provide a corporate presentation at the Cowen and Company 28th Annual Health Care Conference in Boston, MA on March 20, 2008 at 11:00 a.m. Eastern time.

Interested investors and others may also listen to the presentation, hosted by Cowen and Company, live and by replay at http://www.corporate-ir.net/ireye/conflobby.zhtml?ticker=ULU&item_id=1780912 and clicking on the link for this webcast. Access to the webcast is not password protected.

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. 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, 2006 and other reports filed by us with the Securities and Exchange Commission.