

ULURU NEWS

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ULURU INC. PRESENTS NANOPARTICLE WOUND CARE

TECHNOLOGY AT THE SOCIETY FOR BIOMATERIALS 2007

ANNUAL MEETING AND EXPOSITION

– Data Indicate Potential to Significantly Accelerate Wound Healing –

– Technology for Controlled Release of Actives into Wounds –

Addison, Texas, April 23, 2007; ULURU INC. (ULUR) announced that its nanoparticle aggregate technology was presented today at the Society for Biomaterials 2007 Annual Meeting and Exposition. This presentation was given by Dr. John St. John, Vice President of Material Science, a co-inventor of the technology, during the Regenerative Medicine and Clinical Translation II (wound healing) session of the meeting.

The presentation titled “Immediate Shape-Retentive Wound Dressings Formed *In Situ* Using Hydrogel Nanoparticle Powders” is the first scientific presentation of this exciting new technology. The presentation initially focused on the methods for the synthesis, purification and the physical properties of the material. Wound healing data, in porcine full-thickness wounds and skin graft donor site models, also presented demonstrating the superiority of the nanoparticle aggregate dressing, compared with a leading commercial product, to accelerate wound healing.

Results presented by Dr. St. John demonstrated the ability to control the release of drugs and proteins from the nanoparticle dressing for a period of time in excess of 30 days. This unique property of the nanoparticle aggregate wound dressing offers the exciting opportunity of controlling the release of growth factors and other actives to accelerate wound healing.

A summary of the attributes of the nanoparticle aggregate technology included:

- Forms a film *in situ* sealing the wound and allowing conformation to irregular wound surfaces
- Adheres to the wound but does not harm the healing tissue
- The dressing is moisture vapor and oxygen permeable
- Substantially decreases the need for multiple dressing changes
- Active healing agents can be trapped between the nanoparticles to control the release of these actives to promote wound healing

Commenting on this presentation Dr. Spencer A. Brown, Director of Research, Plastic Surgery Department University of Texas Southwestern Medical center of Dallas, a co-author of the paper, stated “At the University of Texas Southwestern Medical Center we have extensively evaluated this material both as a non-medicated dressing and an advanced wound dressing incorporating a variety of actives including numerous growth factors. The results achieved to date are very impressive in all the model systems we have evaluated. We believe that this material offers great promise to significantly advance the treatment of wounds and not only accelerate the wound healing process but also reduce the nursing burden and cost of patient care.”

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 projected benefits of the nanoparticle aggregate dressing and the promise for improving wound healing. 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.