

ULURU NEWS

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ULURU INC. ANNOUNCES AGREEMENT TO CONDUCT
FEASIBILITY STUDIES FOR VETERINARY APPLICATIONS WITH
LEADING GLOBAL VETERINARY COMPANY

- Agreement Focused on Utilizing ULURU's Erodible Film to Improve the Delivery
of Veterinary Products -

Addison, Texas, July 18, 2007; ULURU Inc. (OTCBB. ULUR) today announced that it has executed a Feasibility Agreement with a major veterinary company to evaluate the delivery of drugs to companion animals utilizing its patented mucoadhesive erodible film technology.

The initial feasibility study is focused on the delivery of a proprietary active in dogs to achieve bioequivalence to an orally administered product. Under the terms of the agreement our development partner will assume the costs of the feasibility testing in dogs. Preliminary studies conducted to date have indicated a high acceptance level of this dosage form in dogs.

Commenting on the agreement Kerry P. Gray, President & CEO of ULURU Inc., stated "This study will provide us with important transmucosal delivery data which supports not only the development of veterinary products but also transmucosal delivery of human prescription

pharmaceuticals. Delivery of drugs to companion animals, in particular dogs, remains a challenge which could be overcome by utilizing our proprietary mucoadhesive erodible film technology. The veterinary market for companion animals is a large and growing segment that represents a sizeable opportunity for a superior dosage form. Assuming the successful completion of the feasibility study which is planned to take approximately 4 months, we plan to license the veterinary applications to a single company to enable us to focus on the human market.”

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 acceptance of our products for animal use, our plans to license our technology, potential licensing arrangements, feasibility study outcomes, potential uses for our mucoadhesive erodible film technology and interest expressed in this technology. 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, Quarterly Report on Form 10-QSB for the quarter ended March 31, 2007 and other reports filed by us with the Securities and Exchange Commission.