

ULURU NEWS

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ULURU INC. PROVIDES ALTRAZEAL[®] CLINICAL UPDATE

- Marketing Focused on Large Chronic Wound Segments

Addison, Texas, November 10, 2010; ULURU Inc. (NYSE Amex: ULU) today provided a clinical update and summary of recent participation at major wound care conferences.

During the past 45 days Altrazeal[®] has been presented at three major wound care conferences

- Symposium of Advanced Wound Care (“SAWC”)
- Clinical Symposium on Advanced in Skin and Wound Care (“CSASWC”)
- Diabetic Limb Salvage 2010 (“DLS”)

Participation in these conferences not only benefit our United States sales and marketing activities but also our expansion into international markets. This is of particular importance given that Altrazeal[®] was recently granted CE Mark approval, which opens potential pathways for commercialization in 27 European countries and other international markets. The expansion of the clinical evidence supporting Altrazeal[®] places the Company in a strong position to make major headway in the commercialization of Altrazeal[®] in the target markets.

At the SAWC and CSASWC out of the hundreds of scientific and clinical poster presentations one in ten featured Altrazeal[®] or Altrazeal[®] in combination with other products. Of major

significance was the number of posters where wound care professionals are using the properties of Altrazeal® to enhance the benefits or improve the performance of other products. At CSASWC there were 8 posters that presented Altrazeal® in combination with 7 different products. Of these presentations, numerous posters featured Altrazeal® securing skin substitutes and managing wound exudate to enhance the performance of these expensive products.

In addition to the poster presentations Altrazeal® was featured at two workshops at CSASWC. Dr. Greg Bohn demonstrated application techniques for numerous chronic wound types in a wound care simulation workshop. This demonstration followed a Continuing Medical Education workshop, with over 50 clinical professional participants, on off-loading diabetic foot ulcers where Altrazeal® data was presented and the use of the product was demonstrated for treatment of this condition. At the DLS meeting, in an oral presentation, Dr. Jim Stavosky presented examples of securing skin substitutes with Altrazeal® in critical diabetic limb treatment.

Commenting on ULURU's participation at these conferences, Kerry P. Gray, President and CEO, stated, "It is remarkable that in excess of 10 percent of the posters featured Altrazeal® and it is very encouraging to see Altrazeal® being used in combination with a wide variety of products. These are invaluable forums to present our most recent clinical data and have Altrazeal® featured in workshop presentations. The quality of the clinical data and the product demonstrations at workshops attract meeting participants to our booth where we can further demonstrate the clinical benefits of Altrazeal®. This has lead to a significant volume of prime sales contacts for our sales representatives."

The extensive clinical data that has now been generated has been used to refine our sales and marketing programs. The primary wound focus of our marketing activities is in three major wound types: diabetic foot ulcers, venous ulcers and traumatic geriatric wounds. These wound types have a projected incidence in the United States of over 6 million annually.

The clinical data that has been presented indicates the following:

Diabetic Foot Ulcers – Using the current gold standard off-loading technique, contact casting, Wagner grade 2 diabetic ulcers heal on average in 42 days. Contact casting used in combination with Altrazeal[®] has reduced healing time to approximately 15 days.

Venous ulcers – Patients who have experienced ulcers for greater than 3 years have healed in 12-24 weeks using Altrazeal[®]. Pain was significantly reduced which aided in patient compliance and favorably impacted wound healing.

Geriatric Trauma Wounds – In the home health environment patients with wounds where healing had stagnated were receiving 3 nursing visits per week for treatment. With the application of Altrazeal[®] and 1 nursing visit weekly the patients healed in 3-5 weeks.

Mr. Gray continued, “This outstanding clinical data in these 3 indications provides us with the necessary clinical and pharmacoeconomic evidence to support our sales and marketing programs and enable our representatives to access key accounts. Our focus is on further enhancing the clinical data in these wound types and expanding into other major wound types including pressure ulcers. This data also supports our ongoing strategic relationship program to expand the marketing of Altrazeal[®] into many international markets.”

We are currently working with clinicians to publish this outstanding clinical data in wound care journals. Also, we are supporting additional clinical activities to expand our clinical data and increase the number of Altrazeal[®] publications. This is a very important component of our commercial strategy both within the United States and globally.

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 Nanoflex[™] Aggregate technology and OraDisc[™] delivery system. For further information about ULURU Inc., please visit our website at www.uluruinc.com. For further information about Altrazeal[®], please visit www.Altrazeal.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 clinical results and benefits of Altrazeal[®], and potential future publication of these clinical results. 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-K for the year ended December 31, 2009, and other reports filed by us with the Securities and Exchange Commission.