

ULURU NEWS

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ULURU INC. ANNOUNCES THE GRANTING OF ALTRAZEAL® PATENT

- Extends Patent Coverage Until January 2029 –**
- Coverage Includes Drugs and Growth Factors –**

Addison, Texas, March 23, 2011; ULURU Inc. (NYSE AMEX: ULU) announced today that it has been issued U.S. Patent 7,910,135 – Hydrogel Wound Dressing and Biomaterials Formed *In Situ* and Their Uses. This patent provides additional coverage for Altrazeal® and, including The Patent Term Adjustment granted by the U.S. Patent and Trademark Office, extends patent coverage on Altrazeal® until January 2029.

The initial patent granted in 2007 that covers the NanoFlex® technology utilized in the manufacture of Altrazeal® was due to expire in November 2022. The granting of this patent is important in that it not only extends patent protection by over 6 years but it specifically covers our marketed product Altrazeal®. Additionally, this patent covers the controlled release of drugs and other active compounds, including growth factors, that can be incorporated in the wound dressing.

Commenting on the patent grant, Kerry P. Gray, President and CEO of ULURU Inc., stated, “This patent is the cornerstone of our wound care franchise, for both our current product portfolio and our extensive pipeline of development candidates. This intellectual property adds significant value to the Altrazeal® asset due to the extension of patent coverage to 2029 and the subject matter covered.

Achieving this patent in an environment where it is becoming increasingly difficult to have biomedical patents granted confirms the innovative and novel properties of Altrazeal[®] and the NanoFlex[®] Technology.”

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[™] transmucosal 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, includes statements related to our Hydrogel Wound Dressing and Biomaterials Formed In Situ and Their Uses patent and increased value to the Altrazeal[®] asset. 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.