

ULURU NEWS

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ULURU INC. ANNOUNCES SHIPMENTS OF ALTRAZEAL[®] TO ITALY, SPAIN AND PORTUGAL

Addison, Texas, May 27, 2014; ULURU Inc. (OTCQB: ULUR), today announced it has completed the further shipments of Altrazeal[®] for the Italian, Spanish and Portuguese markets.

Commenting on these shipments, Helmut Kerschbaumer, Managing Director of Altrazeal GmbH, stated, “This is a significant milestone in the rollout of Altrazeal[®] onto the European market. Coming right behind a highly successful participation at the European Wound Management Association Annual Meeting in Madrid, this is ideal timing to expand the commercial launch of Altrazeal[®] in these important European markets. Extensive clinical data has been generated, and key opinion leader support established during the pre-launch phase. The response of the Spanish wound care professionals to Altrazeal[®] in Madrid was extremely positive. Our partners are well positioned to establish Altrazeal[®] as a leading product in these markets.”

Additional clinical data were presented at the Madrid meeting by key opinion leaders from four European countries. The extensive European data supporting Altrazeal which demonstrates outstanding clinical results and economic benefits will be extremely supportive for the product launches in these markets.

Altrazeal[®] is a scientifically engineered advanced wound dressing designed to incorporate the desired features and benefits of the ideal wound dressing. Altrazeal[®] competes in the advanced wound dressing market which, worldwide, is estimated to be \$6.5 billion growing annually at 13%. Altrazeal[®] has demonstrated potential clinical and economic advantages in a number of chronic and acute wounds including diabetic foot ulcers, venous leg ulcers and geriatric wounds.

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, as amended. These statements are subject to numerous risks and uncertainties, including but not limited to the launch of Altrazeal[®] in the territory, the commercial potential of Altrazeal[®], the establishment of Altrazeal[®] as a major competitor and the demonstration of cost savings and clinical benefits, and the risk factors detailed in the Company's Annual Report on Form 10-K for the year ended December 31, 2013, and other reports filed by us with the Securities and Exchange Commission.