

ULURU NEWS

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ULURU INC. PROVIDES COMMERCIAL UPDATE

-Significant Expansion in Altrazeal[®] Commercialization-

Addison, Texas, August 12, 2014; ULURU Inc. (OTCQB: ULUR), today provided an update on its recent Altrazeal[®] commercial activities.

In the past 45 days, shipments to fulfil orders have been made to the United Arab Emirates and Romania. Also, additional shipments have been made to Italy and Afghanistan to fulfil their initial orders.

Prior to the end of August we will be shipping the initial orders for another four markets Switzerland, Greece, Bosnia and Albania. Additionally, we have outstanding orders for Austria, Croatia, Slovenia, Portugal and Afghanistan that are scheduled to be shipped in September.

Commenting on the commercialization of Altrazeal[®], Kerry P. Gray, President and CEO of ULURU Inc., stated, “With the completion of the proposed shipments Altrazeal[®] will now be marketed in 22 countries. Significant progress has been made during the past 90 days to accelerate the shipment of orders to our strategic partners. Activities are ongoing to further expand our commercial foot print as rapidly as possible. With the significantly expanding clinical experience base and the clear demonstration of clinical and economic benefit, we are gaining momentum and higher visibility in the international wound care sector. This extended clinical data base has further enhanced the value of Altrazeal[®] and has attracted very high quality potential partners.”

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 shipments of Altrazeal[®], the launch of Altrazeal[®] in additional territories, the commercial potential of Altrazeal[®] and the strength and experience of our partner, the clinical and economic data supporting Altrazeal[®] and the risk factors detailed in the Company's Annual Report on Form 10-K for the year ended December 31, 2012, and other reports filed by us with the Securities and Exchange Commission.