

ULURU NEWS

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**ULURU INC. ANNOUNCES DETAILS OF ALTRAZEAL[®] EXPOSURE AT
THE EWMA CONFERENCE 2014 IN MADRID**

**- Extensive Participation Including a Clinical Expert Meeting and Poster Presentation -
- Podium Presentation -**

Addison, Texas, May 21, 2014; ULURU Inc. (OTCQB: ULUR) today announced details of the recent Altrazeal AG participation at the European Wound Management Association Conference that was held in Madrid on May 14-16, 2014.

There were two poster presentations at the general session entitled, “Physical Properties of Methacrylate Dressing In The Management Of Moisture Over a Living Human Fibroblast-Derived Skin Substitute” and “Application of the Transforming Powder Acrylate Wound Dressings and Their Positive Effects”. Also, in the convention area there was an Altrazeal[®] product booth, which was also used to officially launch Altrazeal[®] onto the Spanish market.

A podium presentation was given by a nursing professional from the Czech Republic who assessed the main benefits for patients and caregivers, and the perceived obstacles of using Altrazeal[®]. The most important advantages quoted, in addition to significantly accelerating the healing process, were pain relief and a reduction in sensitivity at the wound bed. The main issue with use of Altrazeal[®] was physician impatience which resulted in more frequent dressing changes than necessary, on average every 7 days, something which will change with increased usage and education.

Importantly, a clinical expert meeting was conducted on this occasion. Participating in this meeting were key opinion leaders from throughout Europe, physicians, wound care managers

and commercial partners and potential partners from Europe and the Middle East. There were five presentations from highly influential European wound care experts. These presentations highlighted the clinical and economic benefits of Altrazeal[®] as well as the versatility of the dressing when used in combination with other treatments including negative pressure wound therapy.

The highlights of the clinical data presented on Altrazeal[®] included:

- Extended wear time;
- Positive results when used in combination with various antimicrobials and in combination with negative pressure wound therapy;
- Avoidance of lower limb amputation; and
- Healing of persistent chronic non-healing wounds.

Commenting on the meeting, Helmut Kerschbaumer, Managing Director of Altrazeal GmbH, stated, “This was an outstanding meeting with Altrazeal[®] receiving greatly increased visibility through the comprehensive clinical and marketing program implemented at this, the most important annual European wound care meeting. The clinical presentations by the group of highly influential key opinion leaders, which clearly demonstrated the clinical advantages of Altrazeal[®], were extremely well received by the meeting participants. This forum was an ideal opportunity to launch Altrazeal[®] onto the Spanish market, the interest generated at the convention booth was very impressive.”

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 cost of Altrazeal treatment relative to competitors, benefits compared to other treatments both cost and clinical, normalized, 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, 2013, and other reports filed by us with the Securities and Exchange Commission.