

# ULURU NEWS

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**ULURU INC. ANNOUNCES FURTHER EXPANSION OF THE INTERNATIONAL  
MARKETING NETWORK**

**-Exclusive Agreement Signed for India-**

**Addison, Texas, December 18, 2013; ULURU Inc. (OTCQB: ULUR)**, today announced a further expansion of the Altrazeal<sup>®</sup> international marketing and distribution network. An agreement has been signed granting the exclusive marketing and distribution rights for Altrazeal<sup>®</sup> in India.

Commenting on the extension of the international marketing network, Helmut Kerschbaumer, Executive Director of Altrazeal AG, stated, “We are delighted at the high level of interest we have received for Altrazeal<sup>®</sup> in the Indian market and the strength and experience of our partner in this key unique market. This is a market of significant importance due to the vast population as well as the high level of incidence of diabetes. The International Diabetic Federation estimates 61.3 million diabetics in 2011 in India, which is projected to increase to 101.2 million by 2030. Establishing Altrazeal<sup>®</sup> as a first line approach to the treatment of diabetic foot ulcers offers the potential for very significant revenues. Additionally, there is a high incidence of burns due to living conditions.”

Altrazeal<sup>®</sup> is a scientifically engineered advanced wound dressing designed to incorporate the desired features and benefits of the ideal wound dressing. Altrazeal<sup>®</sup> competes in the advanced wound dressing market which, worldwide, is estimated to be \$6.5 billion growing annually at 13%. Altrazeal<sup>®</sup> 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.

Kerry P. Gray, President and CEO of ULURU Inc., stated, “This is further confirmation of the commercial potential for Altrazeal<sup>®</sup>. The extensive work that has been directed towards establishing the international marketing network is producing outstanding results. We look forward to supporting the commercialization efforts of our Indian partner.”

**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<sup>®</sup> Aggregate technology and OraDisc<sup>™</sup> transmucosal delivery system. For further information about ULURU Inc., please visit our website at [www.ULURUinc.com](http://www.ULURUinc.com). For further information about Altrazeal<sup>®</sup>, please visit [www.Altrazeal.com](http://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<sup>®</sup> in the territory, the commercial potential of Altrazeal<sup>®</sup> and the strength and experience of our partner, 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.*