

# ULURU NEWS

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

**-Exclusive Agreement Signed for Germany-**

**Addison, Texas, September 30, 2014; ULURU Inc. (OTCQB: ULUR),** today announced the expansion of the Altrazeal<sup>®</sup> international marketing network. An agreement has been signed granting the exclusive marketing and distribution rights for Altrazeal<sup>®</sup> in Germany.

Commenting on the extension of Altrazeal<sup>®</sup> international marketing network, Helmut Kerschbaumer, Managing Director of Altrazeal GmbH, stated, “We are very pleased to expand the marketing and distribution of Altrazeal<sup>®</sup> to include Germany, the largest European Union market. The extensive marketing experience we have gained with our partners in other European markets, together with the increased exposure Altrazeal<sup>®</sup> has received at regional, national and European wound management meetings will be invaluable for the launch of Altrazeal<sup>®</sup> in Germany. The continued expansion of clinical support data in numerous acute and chronic wounds, together with our expanding data base supporting the economic benefits of Altrazeal<sup>®</sup> will also be very supportive of the Germany marketing activities. Given the extensive wound care experience of our partner we are highly optimistic that Altrazeal<sup>®</sup> will gain a significant market share.”

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., commented, “Given the importance of the German market appointing an experienced marketing partner for this territory has been a high priority. We are very pleased with the progress that is being made in Europe and surrounding territories gaining market acceptance of Altrazeal<sup>®</sup> and getting the benefits of Altrazeal<sup>®</sup> clearly recognized and understood.”

**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, the launch of Altrazeal<sup>®</sup> in additional territories, the commercial potential of Altrazeal<sup>®</sup> and the strength and experience of our partner, the clinical and economic data supporting Altrazeal<sup>®</sup> 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.*