

ULURU NEWS

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

-Exclusive Agreement Signed for Italy, Spain and Greece-

Addison, Texas, December 11, 2013; ULURU Inc. (OTCQB: ULUR), today announced the expansion of the Altrazeal[®] international marketing network. Agreements have been signed granting the exclusive marketing and distribution rights for Altrazeal[®] in Italy, Spain and Greece.

Commenting on the extension of the international marketing network, Helmut Kerschbaumer, Managing Director of Altrazeal GmbH, stated, “These agreements are an important step in the commercialization of Altrazeal[®], as Italy and Spain are major markets in the European Union. Positive clinical experiences have already been generated and we are now working to expeditiously launch Altrazeal[®] into these markets. We continue to execute on our objective to appoint highly qualified marketing partners in all countries throughout our licensed territory.”

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.

Kerry P. Gray, President and CEO of ULURU Inc., stated, “Great progress has been made to establish a global marketing network for Altrazeal[®]. As Altrazeal represents a cost effective approach for the treatment of acute and chronic wounds there is an opportunity to establish a truly global marketing

network. We are working closely with Altrazeal GmbH to have Altrazeal[®] available for marketing in these countries as quickly as possible.”

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[®] 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, 2012, and other reports filed by us with the Securities and Exchange Commission.