

# ULURU NEWS

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## **ULURU INC. PROVIDES BUSINESS UPDATE**

**- Initial Shipments for Germany and Saudi Arabia -**

**- Altrazeal<sup>®</sup> Launch in Germany -**

**- Altrazeal<sup>®</sup> Patent Granted in China -**

**Addison, Texas, January 12, 2015; ULURU Inc. (OTCQB: ULUR)** today provided an update on recent developments.

Initial shipments, which will be reflected in the fourth quarter results, have been made for Germany and Saudi Arabia. Altrazeal<sup>®</sup> has now been launched onto the German market with the sales force completing extensive training on January 6, 2015.

Commenting on the Altrazeal<sup>®</sup> launch in Germany, Helmut Kerschbaumer, Managing Director of Altrazeal Trading AG, stated, “We are very pleased to have launched Altrazeal<sup>®</sup> onto the German market. The German sales force has extensive wound care experience which should assist in more rapidly establishing Altrazeal<sup>®</sup> within this large wound care market. Germany is considered an outstanding market for Altrazeal<sup>®</sup> as the healthcare system rewards the use of cost effective treatments.”

Recently, we have been advised by the Chinese patent office that the patent covering Altrazeal<sup>®</sup> has been issued. This further expands the extensive international patent protection the Company has achieved for Altrazeal<sup>®</sup>.

Commenting on the recent developments, Kerry P. Gray, President and CEO of ULURU Inc., stated, “As Germany is the largest European market, this launch is an important milestone in the commercialization of Altrazeal<sup>®</sup>. Also, given the high incidence of diabetes in the Middle East, Saudi Arabia offers another significant revenue opportunity for Altrazeal<sup>®</sup>. These activities together with the further expansion of intellectual property protection to include China are important developments in the global commercialization of Altrazeal<sup>®</sup>.”

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.

#### **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).

*ULURU Inc. (OTCQB: ULUR) trades on the OTCQB Venture stage marketplace for early stage and developing U.S. and international companies. Companies are current in their reporting and undergo an annual verification and management certification process. Investors can find Real-Time quotes and market information for the company on [www.otcm Markets.com](http://www.otcm Markets.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<sup>®</sup>, ability to market Altrazeal<sup>®</sup> in developed and developing markets, generation of significant revenue from these*

*markets, generation of additional exposure for Altrazeal<sup>®</sup>, additional regulatory authorizations, recognition of the economic benefits of Altrazeal<sup>®</sup>, 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.*