

ULURU NEWS

Contact: Company

Kerry P. Gray

President & CEO

Terry K. Wallberg

Vice President & CFO

(214) 905-5145

ULURU INC. PROVIDES BUSINESS UPDATE

- Altrazeal[®] License Agreements Signed for 17 Additional Markets -

- Altrazeal[®] Receives Regulatory Approval in Singapore -

Addison, Texas, November 4, 2014; ULURU Inc. (OTCQB: ULUR) today provided an update on recent Altrazeal[®] developments.

The international marketing network for Altrazeal[®] has been expanded through the appointment of exclusive licensees for 17 Middle East and North African markets. Together with previously signed agreements for Saudi Arabia, Afghanistan and the United Arab Emirates these agreements cover a population of approximately 475 million people. The large markets of Egypt, Iraq, Algeria, Morocco and Sudan are covered by the most recent agreements.

Commenting on the expansion of the international marketing activities, Helmut Kerschbaumer, Managing Director of Altrazeal Trading AG, stated, “Extensive commercial and clinical diligence has been conducted throughout the region by our partners, which has produced very positive results including additional clinical data. This is a large, rapidly expanding group of markets with a very high incidence of diabetes. Altrazeal[®] represents a cost effective alternative for the treatment of diabetes related and other acute and chronic wounds prevalent in the region, including trauma. Training for a group of influential physicians has already been conducted in Vienna, Austria which, together with the in the market clinical experience, places our partners in a strong position for the market introduction of Altrazeal[®] throughout the territory.”

In addition, Altrazeal[®] has received regulatory approval in Singapore after an extensive review process. This is an important milestone as this is the first Asian market to approve Altrazeal[®].

With this approval Altrazeal[®] is now approved in the United States, the European Union, Australia, New Zealand, South Africa, Singapore and Afghanistan. Altrazeal[®] is also marketed in numerous other markets which respect the CE Mark or allow exemptions to the registration process.

Commenting on the commercial update, Kerry P. Gray, President and CEO, stated, “These are two very significant events for the Company. Extending the marketing network to include these new territories with a large population base is a further recognition of the clinical and economic benefits of Altrazeal[®]. We anticipate that these territories will generate significant revenues for the Company in the near term. With the further expansion of our marketing activities, we are generating additional exposure for Altrazeal[®] which benefits all our global partners. Although Singapore is a relatively small market, it is an important reference market within Asia with a well respected rigorous regulatory process. It is anticipated that this approval will lead to additional regulatory authorizations within the South East Asian area.”

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[®], ability to market Altrazeal[®] in developed and developing markets, generation of significant revenue from these markets, generation of additional exposure for Altrazeal[®], additional regulatory authorizations, recognition of the economic benefits of Altrazeal[®], 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.