

ULURU NEWS

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**ULURU INC. ANNOUNCES A PUBLICATION IN THE INTERNATIONAL WOUND
JOURNAL ON A CLINICAL STUDY USING ALTRAZEAL®**

Addison, Texas, August 26, 2013; ULURU Inc. (OTCQB: ULUR), today announced the publication in the International Wound Journal of an article titled, “A prospective, randomized study of a novel transforming methacrylate dressing compared with a silver-containing sodium carboxymethylcellulose dressing on partial-thickness skin graft donor sites in burn patients”.

This controlled randomized study was conducted at the University of Texas Southwestern Medical Center evaluating Altrazeal® compared with Aquacel Ag, the market leading silver containing dressing. Patients were treated with both products on 2 separate donor sites. Donor sites treated with Altrazeal® experienced statistically significant less pain at three different time periods (2-5 days, 6-10 days and 11-15 days – $P < 0.001$). Patients also reported greater comfort with Altrazeal® ($P < 0.001$). These findings are considered to be clinically beneficial as pain and patient comfort are major issues in donor site management.

Commenting on the publication, Kerry P. Gray, President and CEO of ULURU, stated, “Having a published controlled randomized study using Altrazeal® against a market leading product is very significant and adds great credibility to Altrazeal®. Many marketed wound care products are not supported by clinical data of this quality. The study’s finding of a significant reduction in pain is very important as numerous painful wounds, including venous leg ulcers, are difficult to treat due to patient compliance issues associated with pain and discomfort. This controlled study also confirms the vast amount of anecdotal evidence we have had reported on pain reduction. To further enhance the data supporting Altrazeal®, we intend conducting additional controlled studies to demonstrate clinical benefits for patients and cost savings for the healthcare payor.”

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 importance of pain reduction in wound care 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.