

ULURU NEWS

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ULURU INC. ANNOUNCES CONFERENCE CALL TO DISCUSS FINANCIAL RESULTS FOR THE SECOND QUARTER ENDING JUNE 30, 2016

Addison, Texas, August 10, 2016; ULURU Inc. (OTCQB: ULUR) today announced that it has scheduled a conference call to discuss the second quarter ending June 30, 2016 financial results and to provide a general business update on August 16, 2016 at 9:00 a.m. Eastern Time.

To participate in the conference call please dial (877) 387-2201, for international callers dial (850) 429-1388 (access code 20174#) five to ten minutes prior to the initiation of the teleconference. If you are unable to listen to the live broadcast, a replay of the call will be available starting on August 16, 2016 two hours following the end of the call until August 30, 2016 at 11:59 p.m. Eastern Time. For the U.S. replay, please dial (866) 415-9493 and international callers please dial (205) 289-3247 (access code 20174#). You may also access the replay of the call two hours following the end of the call until August 30, 2016 at 11:59 p.m. Eastern Time via the web by logging onto <http://replay.multipointcom.com/multi-play/>.

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.

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.otcmarkets.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 risk factors detailed in the Company's Annual Report on Form 10-K for the year ended December 31, 2015, and other reports filed by us with the Securities and Exchange Commission.