

ULURU NEWS

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ULURU INC. TO ATTEND 26TH ANNUAL

EUROPEAN WOUND MANAGEMENT ASSOCIATION CONFERENCE

Addison, Texas, May 10, 2016; ULURU Inc. (OTCQB: ULUR), a specialty pharmaceutical company focused on the development and commercialization of (i) a portfolio of wound care and wound management products utilizing its innovative Nanoflex[®] Aggregate technology, and (ii) mucoadhesive drug delivery film products to provide improved clinical outcomes through controlled delivery of active molecules utilizing its OraDisc[™] transmucosal delivery system, today announced the ULURU Inc. will be presenting and demonstrating Altrazeal at the 26th Annual European Wound Management Association conference (“EWMA”) being held between May 11 and May 13, 2016 in Bremen, Germany. EWMA anticipates attracting approximately 5,000 to 7,000 attendees from across Europe and around the world. The Company previously presented and demonstrated Altrazeal[®] at the EWMA conference held in Madrid in 2014 and generated substantial interest from practitioners and distributors alike.

About ULURU Inc.:

ULURU Inc. is a specialty pharmaceutical company focused on the development and commercialization of (i) a portfolio of wound care and wound management products utilizing its innovative Nanoflex® Aggregate technology, and (ii) mucoadhesive drug delivery film products to provide patients and consumers improved clinical outcomes through controlled delivery of active molecules utilizing its innovative 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 that we will not be able to successfully manage the distribution relationships it has, that we will not be able to achieve interest in Altrazeal from practitioners and distributors, that we will be successful in registering and receiving regulatory authorizations in new territories, the timing of product shipments in newly licensed territories, and 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.