

Applied DNA Sciences Expands UK Business Reach Joins The Anti-Counterfeiting Group in Campaigning Against the Trade in Fakes

STONY BROOK, N.Y., July 23, 2009 /MarketWire/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN) announced its continued efforts to build awareness and expand its reach in the UK and Europe by joining The Anti-Counterfeiting Group (“ACG”), a leading authority on the worldwide trade in fakes (<http://www.a-cg.org/guest/index.php>). As a new member of the ACG Brand Protection Group, APDN will be actively involved in offering products, devices and systems, and authentication services, which are crucial to:

- Developing comprehensive brand protection strategies
- Deterring illicit replication of genuine goods, packaging and product configuration
- Preventing re-use of genuine packaging & containers for fake goods
- Contributing to the detection and prosecution of those who make and trade in fakes
- Monitoring and identifying genuine goods within the supply chain

According to ACG, the ultimate aim of this coalition of companies “is to change society’s perception of counterfeiting as a harmless activity, by exposing the worldwide economic and social cost of intellectual property crime.”

Applied DNA’s increased presence in the UK is strengthened by its DNA Authentication Laboratory based in Huddersfield, Yorkshire. APDN is working closely with the UK Police in the forensic authentication of SigNature® DNA-marked evidence. In addition, the application of DNA taggants can be used to help protect genuine products such as Made-in-Britain wool and cashmere luxury apparel, and pharmaceutical and medical devices that can help to save lives. The value of joining ACG is that it will provide APDN with increased exposure to a global network of companies focused on preventing counterfeit and gray market diversion.

About ACG

ACG is a not-for-profit trade association founded in the UK in 1980 representing nearly 200 organizations globally operating in, or providing specialist advice to, most industry sectors where counterfeiting is an issue.

About APDN

APDN sells patented DNA security solutions to protect products, brands and intellectual property from counterfeiting and diversion. SigNature DNA is a botanical mark used to authenticate products in a unique manner that essentially cannot be copied. APDN also provides BioMaterial GenoTyping™ by detecting genomic DNA in natural materials to authenticate finished products. Both technologies protect brands and products in a wide range of industries and provide a forensic chain of evidence that can be used to prosecute perpetrators. To learn more and to view all APDN press releases, go to (www.adnas.com).

The statements made by APDN may be forward-looking in nature and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements describe APDN's future plans, projections, strategies and expectations, and are based on assumptions and involve a number of risks and uncertainties, many of which are beyond the control of APDN. Actual results could differ materially from those projected due to our short operating history, limited financial resources, limited market acceptance, market competition and various other factors detailed from time to time in APDN's SEC reports and filings, including our Annual Report on Form 10-K, filed on December 16, 2008 and our subsequent quarterly reports on Form 10-Q. APDN undertakes no obligation to update publicly any forward-looking statements to reflect new information, events or circumstances after the date hereof to reflect the occurrence of unanticipated events.

SOURCE Applied DNA Sciences, Inc.

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