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## **Applied DNA Customizes Unique Markers to Safeguard and Authenticate Valuables and Rare, Limited Edition Collectibles**

STONY BROOK, N.Y., September 23, 2009 /Market Wire/ -- Applied DNA Sciences, Inc. (OTCBB: APDN), a provider of DNA-based security solutions, today announced that it can create botanical SigNature® DNA markers that can individually mark valuables, and rare, limited edition collectibles that require a forensic level of security and authentication. From paper to ink to the final product, DNA can leave a forensic trail to assure the provenance and authenticity of an original marked product. Limited edition books, maps, fine art, and specialty inks and writing instruments can all utilize unique DNA markers.

“The clients that use SigNature DNA require the highest level of security and expect to authenticate their products as part of the service they provide to their customers. We can provide a menu of solutions that are made-to-order to precisely suit the need of the most discerning client. The ability to create a 100% customized solution ensures that every product can have a unique code that can only be authenticated by DNA analysis,” said Dr. James A. Hayward, CEO of APDN. “

With valuables and collectibles, the typical “hallmarks” used to verify the authenticity of an item can be very time-consuming, arduous and subjective. They can also be forged, or even removed and replaced with a different mark altogether. DNA, on the other hand, cannot be copied or removed once it has been placed on an item. More importantly, it eliminates the need for, and subjectivity associated with, physical inspections.

“What is clear is that if you mark, authenticate and keep accurate records of your products, you will go a long way towards ensuring that your products will not be counterfeited,” continued Dr. Hayward.

### **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, go to [www.adnas.com](http://www.adnas.com) where APDN routinely posts all press releases.

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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