



Applied DNA Sciences Builds Healthcare Security Momentum

STONY BROOK, N.Y., March 3, 2009/Market Wire/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN) a provider of DNA security solutions announced today that it is increasing its focus on security offerings to the Healthcare industry. The company has steadily added to its patent portfolio, and many of its issued and pending patents can protect the Personal Care, Pharmaceuticals, Medical Device and Biotechnology industry verticals. Recently, there has been a surge in the number of quotations being provided to healthcare companies for Applied DNA's security markers and authentication services.

The healthcare industry is a highly lucrative target for counterfeiters who have been known to introduce fake, harmful ingredients posing risk to public health and safety on a global scale. APDN has two platforms, using DNA that occurs naturally within a product or is added as extrinsic markers that address the need for secure healthcare products.

Intrinsic DNA. Using its Biomaterial Genotyping™ platform, APDN has recently proved its ability to verify the origin and authenticity of naturally derived textiles such as cotton. The same approach can be used to identify a pattern of native DNA content in biological drugs and in naturally derived ingredients that are used in pharmaceuticals, personal care formulations and nutritional supplements.

Extrinsic DNA. An alternative approach is to designate authenticity with an extrinsic marker. APDN's SigNature® DNA markers are unique, botanically derived markers that can not be copied and due to their enormous variability, provide forensic proof of identity for brand protection. SigNature DNA may be used in packaging and labels providing DNA security ink on the printed surface, DNA-marked adhesive on the back of a label, as well as protecting the serialization or barcode that is linked to a secure database. SigNature DNA is a green, safe technology that can also be incorporated in formulations of finished-goods.

For pharmaceuticals that are most vulnerable to counterfeiting and diversion, APDN is soliciting a pharmaceutical partner who may be interested in obtaining FDA approval for SigNature DNA to mark individual pharmaceutical doses such as tablets and capsules, areas protected by APDN's intellectual property. SigNature DNA is already in use to protect the ingredients used in personal care. One customer, a large chemical company called Rhodia, uses SigNature DNA to protect the bulk packaging for a line of ingredients used in finished products for hair care and skin care. APDN is now expanding its reach to clients who manufacture finished goods.

Rapid screening. APDN has developed methods for associating SigNature DNA to various optical and electronic reporters that permit front-end screening. When combined with SigNature DNA, these reporters can not be counterfeited or re-engineered. The combination allow for rapid, hand-held authentication using "Level 1" devices that detect the reporter using the optical, magnetic or electronic systems that are staples of the security industry.

Layered security. When combined in a layered approach, SigNature DNA elevates the security platforms developed by other security companies to a forensic level. APDN has allied with security providers and members of the Brand Protection Alliance to prototype secure packaging and labels for the healthcare industry. The company is providing quotations to pharma and personal care companies for DNA markers numbering in the hundreds of thousands to the hundreds of millions.

"We can service the global need for complete security systems," commented Dr. James A. Hayward, President & CEO, Applied DNA Sciences. "Elevating the safety and reliability of healthcare is one of the most compelling corollaries of our mission."

Global need for healthcare security. Every time a product changes hands, the potential to introduce counterfeits increases. The World Health Organization estimates that up to 10% of medicines worldwide are fake, as are 50% of the illegal internet sales of pharmaceuticals. The Center for Medicine in the Public Interest estimates that counterfeiting sales are increasing approximately 12-16% annually, nearly twice the pace of legitimate pharmaceuticals and could become a \$75 billion industry by 2010. Just in the EU, 1.6 million counterfeit cosmetic products were seized in 2006. To root out the problem of counterfeits and diverted products, SigNature DNA can be used to trace and audit the movement of goods, from inception to packing and shipping to the end consumer.

About Applied DNA Sciences

Applied DNA Sciences markets and sells DNA security solutions to protect products, brands and intellectual property from counterfeiting and diversion. Its patented technologies sold under SigNature DNA use DNA from plants to mark and authenticate products in a unique manner that essentially can not be copied. Applied DNA also provides BioMaterial GenoTyping™ services by using genomic DNA present in natural materials to identify the original source of DNA present in finished products. Both platform technologies protect brands and products in a wide range of industries and provide a forensic chain of evidence to enable enforcement agencies to prosecute perpetrators. To learn more, go to www.adnas.com. APDN's common stock is listed on the Over-The-Counter Bulletin Board under the symbol "APDN."

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.
INVESTOR CONTACT: Debbie Bailey, 631-444-8090, fax: 631-444-8848/
MEDIA CONTACT: Janice Meraglia, 631-444-6293, fax 631-444-8848
/FCMN Contact: info@adnas.com /

/Web site: <http://www.ADNAS.com> /