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## **Applied DNA Wins Over Event Ticketing with SigNature<sup>®</sup> DNA**

STONY BROOK, N.Y., April 23, 2009 /Market Wire/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN), a provider of DNA-based security solutions, announced today that it has successfully deployed SigNature<sup>®</sup> DNA in tickets for an international sporting event that will take place later in 2009. This followed the completion of pilot studies done in the U.S. and abroad.

Based on APDN's patents, SigNature DNA is paired with rapid-reading technologies to enable ready inspection on-site. Because SigNature DNA cannot be reverse engineered or otherwise compromised, it is the best choice for protecting event tickets. DNA complements the many available rapid reading methods (like holograms, bar codes or RFIDs) that offer speed but not much security.

Forensic-level authentication of SigNature DNA can be used to assure ticket-purchasers or event sponsors that no organized efforts to counterfeit the tickets have occurred before the event. On the day of the event, random audits may be conducted to ensure that tickets collected are genuine. After an event, DNA analyses of tickets, ticket stubs or punches can provide organizers with a measure of overall security effectiveness, or to build evidence against counterfeiters.

Consumers run the risk of buying fraudulent tickets for sporting, musical or theatrical events with every purchase. Each time a ticket changes hands from printer to spectator, the odds of it being counterfeit increase. Scalpers blend counterfeit tickets with genuine tickets to enhance their yield. Third-party and internet-based resellers do more than increase prices in the secondary markets, they increase ticket volumes with fakery. Tickets are easily copied with standard digital scanners and laser color printers. It is virtually impossible for the average person to distinguish between the real and the fake. Even tickets which appear to have anti-counterfeiting features are vulnerable to organized criminals.

Incidents of counterfeit ticketing abound: from Broadway shows, to college sports (Notre Dame, 2006) to Oprah (<http://www.fbi.gov/cyberinvest/escams.htm>), to the Super Bowl (Tampa Bay Times, 2009).

"From college football to elite international events, we all run the risk that our seat may be double booked and we are left standing with a fake ticket and potentially missing the entire event. This is why SigNature DNA is the home run of event ticketing," stated James A. Hayward, CEO of APDN.

## **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)).

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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