

APDN joins ACG to expand its reach in UK & Europe

July 27, 2009 (Europe)

Applied DNA Sciences, Inc. 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.

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.

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.

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.

Applied DNA Sciences Inc