



Applied DNA Sciences to Present SigNature DNA at PABS 07 North America Product Authentication and Brand Security Conference on October 4

STONY BROOK, N.Y., October 2, 2007 /Business Wire/ -- Applied DNA Sciences, Inc., a security solutions company, announced today that its President and CEO Dr. James Hayward will be presenting “Forensic Protection for Brands and Intellectual Property” at the PABS ’07 North America Conference on October 4, 2007 in Washington, D.C. This conference is sponsored by the Brand Protection Alliance, a group of companies in the packaging, printing and converting industries, whose purpose is to provide a comprehensive range of authentication, prevention and security solutions to the global consumer products market by implementing a systematic approach to solving product authentication and brand security challenges.

“We are pleased to have been invited to speak at this important forum for anti counterfeiting technologies,” stated Dr. Hayward. “Applied DNA Sciences’ SigNature DNA offers definitive forensic proof of authentication and validation for brands and intellectual property, something we believe other security solutions cannot match. Our SigNature DNA is both secure and cost effective and can complement other security applications, yielding a significant deterrent against counterfeiting, product diversion, piracy, and fraud. I look forward to the opportunity to present our SigNature DNA Program at this conference where a number of different market verticals will be represented.”

Dr. Hayward further stated, “APDN continues to improve its SigNature DNA solution, most recently implementing an additional rapid detection platform, for which patents have been filed. The planned introduction of a rapid, portable machine for use in the field will offer even faster forensic authentication. Additionally, partner collaborations remain on track and discussions with interested third parties continue to progress, although no assurance can be given that any additional agreements will be entered into.”

About SigNature DNA

APDN SigNature DNA Markers are used to help fight counterfeiting, product diversion, piracy, forgery, identity theft and unauthorized intrusion into physical locations and databases. Trade in counterfeit goods accounts for approximately seven percent of world trade, or hundreds of billions of dollars annually. APDN’s SigNature DNA Markers consist of botanical DNA segments custom manufactured by APDN to identify a particular class of individual products or items. During this manufacturing process, APDN scrambles and encrypts a naturally occurring botanical DNA code segment or segments, and then encapsulates the resulting DNA segment utilizing APDN’s proprietary SigNature DNA Encapsulation system. The sequence is then recorded and stored in a secure database. This SigNature DNA Marker can then be embedded

into a broad variety of media. Because the portion of DNA in a SigNature DNA Marker used to identify the marker is so minute, it cannot be detected unless it is replicated billions of times over, or amplified. This amplification can only be achieved by applying matching strands of DNA, or a primer, and PCR techniques to the SigNature DNA Marker. The sequence of the relevant DNA in a SigNature DNA Marker must be known in order to manufacture the primer for that DNA. As a result, we believe the effort required to find, amplify, select and clone the relevant DNA in a SigNature DNA Marker would involve such enormous effort and expense that SigNature DNA Markers are virtually impossible to copy without APDN's proprietary systems.

About Applied DNA Sciences, Inc.

Applied DNA Sciences, Inc. provides botanical DNA encryption, embedment and authentication solutions that can help protect companies, governments and consumers from counterfeiting, fraud, piracy, product diversion, identity theft and unauthorized intrusion into physical locations and databases. 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-KSB, filed on January 16, 2007 and our subsequent quarterly reports on Form 10-QSB. 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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