Applied DNA Sciences To Present at the Future of Ink On Packaging Conference

STONY BROOK, N.Y., September 06, 2007/BusinessWire/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN), a DNA security solutions company, today announced that Dr. James A. Hayward, Chief Executive Officer, will present at The Future of Ink on Packaging conference to be held September 11-12 in London, England. Dr. Hayward's talk, entitled "DNA Embedment and Authentication for Secure Ink for Consumer Products," will address the growing demand for product security and demonstrate how the use of APDN's SigNature™ DNA Markers can help combat counterfeiting and piracy.

As commerce transcends national borders and electronic boundaries, businesses are becoming increasingly concerned about the security of their products and brands and the protection of their customers. The International Chamber of Commerce's Counterfeiting Intelligence Bureau estimates that trade in counterfeit goods accounts for approximately 7% of world trade, equal to hundreds of billions of dollars annually, costing multinational manufacturers about 10% of their sales on average. Counterfeiting also presents a significant safety issue, especially for pharmaceuticals, foods and beverages and is a growing problem with consumer packaged goods. The development of inexpensive, high-quality printing equipment has facilitated the mass production of counterfeit packaging, which can often be difficult to differentiate from authentic product packaging. APDN is currently in discussions with multinational companies to mark all their packaging with DNA embedded ink to combat this problem of counterfeit products, although no assurance can be given that a final agreement will be entered into.

"This conference is a wonderful opportunity to present the power of our DNA technology to help address the rapidly growing problem of counterfeiting which is threatening the safety of people around the world," Dr. Hayward stated. "APDN's SigNature™ Program offers a broadly applicable, secure, convenient and inexpensive way to protect products, brands and ultimately consumers from counterfeiting. With our technology, companies can quickly and reliably authenticate and identify counterfeit versions of products enabling them to detect, deter, interdict and prosecute counterfeiting enterprises and individuals."

APDN's platform for DNA embedment uses unique DNA "chimers" derived from botanical sources. These SigNature™ DNA Markers are highly resistant to reverse engineering or replication and can either be applied independently or to supplement other security taggants in order to allow for a forensic level of authentication. Inkjet Ink

and thermal transfer ink marked with SigNature DNA can be used to apply lot numbers, barcodes and covert markers, protecting packaging and products from counterfeiting and theft and providing a way to monitor and track products as they go from factory to retail. In addition to being used with standard or specialty inks, APDN's SigNature™ DNA Markers can easily be integrated with RFIDs, optical memory cards, intaglio inks, adhesives, dyes, watermarks, barcodes, security threads and other commonly used security measures, adding an additional layer of security which is difficult to overcome.

About Applied DNA Sciences, Inc.
Applied DNA Sciences, Inc. (APDN) 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. Our common stock is registered under Section 12(g) of the Securities Exchange Act of 1934 and is listed on the Over-The-Counter Bulletin Board under the symbol "APDN".

The statements made by Applied DNA Sciences, Inc. 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 the Company'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 Applied DNA Sciences, Inc. 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 Applied DNA Sciences' SEC reports and filings, including our Registration Statement on Form SB-2 as amended, our Annual Report on Form 10-KSB, filed on January 16, 2007 and our subsequent quarterly reports on Form 10-QSB. The Company 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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