Applied DNA Sciences Presents “Definitive Forensic Protection for IP” at the International Recording Media Association’s 2006 Anti-Piracy Intellectual Property Protection Forum

STONY BROOK, N.Y., August 1 /PRNewswire-FirstCall/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN), a DNA security solutions company, today announced that Dr. James A. Hayward, CEO, will deliver a special presentation at the International Recording Media Association’s (“IRMA”) Annual Anti-Piracy Intellectual Property Protection Forum, which takes place August 8, 2006 at the Hilton Hotel in Universal City, California.

Dr. Hayward’s presentation entitled "DNA Encryption - The Definitive Forensic Protection for IP", will focus on how APDN’s forensic-based technology can help to deter intellectual property theft and counterfeiting of DVDs and other multimedia products.

“I welcome this opportunity to introduce the potential power of our technology as both an anti-piracy deterrent and a forensic solution for IP owners seeking to interdict counterfeit products and take legal action against counterfeiters.”

In 2005, at the invitation of the Government of China, APDN’s anti-counterfeit technology was identified as the official standard for multimedia product protection. The Chinese Government specified 16 levels of security which were applied onto each DVD, CD and VCD by means of a label. These security measures included holograms, barcodes, metallic strips and DNA. Each of these was independently tested to determine whether they could be counterfeited. Only the APDN DNA security measure withstood the rigorous testing process and could not be replicated or re-engineered.
“Our DNA technology can provide the recording media industry with the definitive proof of forensic authentication and validation that is now ready to be implemented here in the U.S.,” stated Dr. James A. Hayward, CEO. “Our Asian licensee has already demonstrated the value of our platform in this industry by successfully marking over 600 million DVD’s and CD’s last year. On May 1, 2006, we launched our SigNature Botanical DNA Authentication Program and three months later, we announced the completion of our first contract where our DNA encrypted SigNature logo was applied onto Dr. Suwelack Skin and Healthcare’s annual supply of packaging and labels.”

About Applied DNA Sciences, Inc.
Applied DNA Sciences, Inc. (APDN) develops proprietary DNA-embedded security solutions that use plant DNA to verify authenticity and protect corporate and government agencies from counterfeiting, fraud, piracy, product diversion, identity theft and unauthorized intrusion into physical plant 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". Contact: MeiLin Wan, Applied DNA Sciences, Inc., 25 Health Sciences Drive, Stony Brook, New York 11790; Tel: 631-444-6370; Fax: 631-444.8848 http://www.ADNAS.com.

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