

applied DNA sciences  
security solutions



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## Applied DNA Sciences Announces the Launch of Redesigned Website

STONY BROOK, N.Y., November 29, 2006 /PRNewswire-FirstCall/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN), a DNA security solutions company, today announced the launch of its redesigned website at [www.adnas.com](http://www.adnas.com).

The redesigned website aims to increase awareness of APDN's SigNature™ Program that enables our customers to mark their products with unique plant-derived genomes. The SigNature™ platform is secure, accurate and cost-effective. With Signature™ DNA Markers, our customers can quickly and reliably identify original products and eliminate counterfeits. APDN's SigNature™ Markers are readily incorporated in a broad range of items such as artwork and collectibles, fine wine, consumer products, digital media, pharmaceuticals, financial instruments and other official documents.

The website is also intended to provide potential clients and investors around the world with instant and easy access to APDN news, opportunities and industry developments. The new APDN home page displays an overview of the company and provides links to recent company news items, press releases and upcoming industry events. Users can also browse the website to find out other useful information about the company, the SigNature™ Program and information relevant to investors including the ability to register to receive email updates about the company. An additional feature of this website is the development of secure extranets which are being designed to facilitate customer support and communication and to provide up-to-date information to employees, consultants and clients of APDN.

Dr. James A. Hayward, CEO of APDN, stated, "We are pleased with our redesigned website, which we believe clearly promotes our new strategic focus. We expect it to be an informative and effective means to communicate with our shareholders, potential clients and industry partners worldwide. The website was designed to deliver the key message that our technology is accurate, secure and versatile."

### **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". Contact: Debbie Bailey, Applied DNA Sciences, Inc., 25 Health Sciences Drive, Stony Brook, New York

11790; Tel: 631-444-8090; Fax: 631-444-8848 <http://www.ADNAS.com>.

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 changes in interest rates, market competition, changes in the local and national economies, and various other factors detailed from time to time in Applied DNA Sciences' SEC reports and filings, including our Annual Report on Form 10-KSB, filed on January 12, 2006, our subsequent Quarterly Reports on Form 10-QSB, and our Current Reports on Form 8-K. 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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