

Applied DNA Sciences Presents “Using DNA to Knock Out the Knock Offs” at the Anti-Counterfeiting and Brand Protection Summit in New York City.

STONY BROOK, N.Y., October 26, 2006 /PRNewswire-FirstCall/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN), a provider of botanical DNA encryption, embedment and authentication solutions, today announced that Dr. James A. Hayward, our Chief Executive Officer, will deliver a presentation at the Anti-Counterfeiting & Brand Protection conference, which takes place on October 26-27, 2006 at the Affinia Manhattan Hotel in New York City.

Dr. James A. Hayward is Co-Chair of the conference and will make the opening remarks on day two, Friday, October 27, 2006. He will also make a presentation entitled "Using DNA to Knock Out the Knock-Offs" which will focus on how APDN's SigNature Program can help protect revenue, brands and consumer confidence. He will also discuss how the use of both overt and covert DNA-encryption, embedment and authentication technologies can help to deter intellectual property theft, and counterfeiting of globally branded products.

Product counterfeiting adversely affects many facets of the global community. This conference on anti-counterfeiting and brand protection is designed to provide ammunition in the battle to protect brands and revenue. Counterfeiting activities likely cost U.S. businesses hundreds of billions of dollars per year. The Brussels-based World Customs Organization estimates trade in counterfeit products exceeded 6 percent of global trade last year, or more than \$500 billion. That includes an estimated 10 percent of all pharmaceuticals sold (up to 60 percent in developing countries), 10 percent of car parts sold in Europe and 2 percent of the 26 million airline parts installed each year around the world.

Regarding the upcoming conference, James A. Hayward said, "I welcome this opportunity to introduce the potential power of our technology as both a counterfeiting deterrent and a forensic solution for IP owners seeking to interdict counterfeit products and take legal action against counterfeiters."

Applied DNA Sciences has been actively developing relationships with potential customers seeking brand protection and the prevention of counterfeiting in the consumer products, pharmaceutical, and digital media industries. We have recently added a sales director, and are attempting to attract additional sales directors to expand our capability to target additional vertical industries such as fine art, prestige wine, sports memorabilia and financial services.

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: 631-444-6861; 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.

