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## **Applied DNA Sciences to Present SigNature DNA at TAPPI PLACE Conference on September 19**

STONY BROOK, N.Y., September 18, 2007 /Business Wire/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN), a provider of DNA-based security solutions, today announced that President and CEO Dr. James Hayward will be presenting "Using DNA to Prevent Counterfeiting and Product Diversion" at the TAPPI PLACE conference on September 19, 2007 in St. Louis, Missouri. TAPPI, The Technical Association of the Pulp and Paper Industry, is the leading association for the worldwide pulp, paper, packaging, and converting industries.

Dr. Hayward was invited to discuss the use of SigNature DNA, the company's proprietary solution for the prevention of counterfeiting, product diversion, and piracy, all increasingly common issues facing most industries throughout the world.

"SigNature DNA has many important applications to packaging, including protecting the brands and products themselves from counterfeiting. We are pleased to be invited to present at TAPPI and I look forward to discussing how we can serve the numerous market verticals worldwide represented at this conference," stated Dr. Hayward.

"APDN continues to enhance its SigNature DNA Program and recently implemented an additional rapid detection platform, for which patents have been filed. We are also excited about the planned introduction of a rapid, portable machine for use in the field which will offer even faster forensic authentication," Dr. Hayward continued. "APDN has made significant progress attracting longer term contracts in the personal care, fragrance, sporting events and textile industries, although no assurance can be given at this time that 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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