



Applied DNA Sciences Joins Brand Protection Alliance Protecting the Integrity of Brands and Intellectual Property

STONY BROOK, N.Y., January 14, 2008/Business Wire/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN) and The Brand Protection Alliance, LLC (BPA) are pleased to announce that Applied DNA Sciences has been unanimously approved by the BPA board to join its organization. The BPA is committed to providing brand owners and global manufacturers with direct access to a comprehensive portfolio of technology and service providers in the field of product authentication and brand security.

“Applied DNA Sciences has a unique technological position that is a provocative example of the BPA’s commitment to continually expand the depth and range of the technologies and services that we can offer to our clients. Applied DNA Sciences’ technology broadens’ our portfolio towards a defined goal of giving genuine brand owners more choices and the ability to authenticate products not only quickly but also cost effectively,” said BPA President, Lynn Crutchfield. “We believe that Applied DNA Sciences’ involvement in the BPA will also provide our customers with unlimited opportunities to employ forensic level products in their brand protection programs. We expect APDN’s technology to integrate seamlessly with many of the offerings currently provided by other BPA members. ”

Applied DNA Sciences markets and sells DNA encrypted and embedded solutions that are forensically authenticated by machine readable devices. These solutions can be easily integrated with a range of thermal transfer ribbons, inkjet and laser inks, threads, varnishes, and labeling materials. Applied DNA Sciences’ products can help protect a brands’ intellectual property that can easily be eroded and/or compromised by counterfeiting, product diversion and other types of organized IP theft.

“Many companies are victims of these fraudulent activities and the problem is increasing in prevalence every year. As new members of BPA, we join an elite group of experienced brand security professionals whose products and services are selling through the broad marketplace of brands that require protection against counterfeiting and diversion. This is why we are honored to be invited to join the BPA,” commented Dr. James Hayward, President and CEO of APDN. “We are very focused on providing unique DNA markers that fit with existing manufacturing processes and technologies. We believe that our SigNature DNA program is a highly viable and affordable approach that will be beneficial to the BPA membership and its current customer base, while also helping to attract new customers to APDN and the BPA.”

About BPA

The Brand Protection Alliance was established to serve as a resource organization that assists brand owners in the design, development and implementation of customized, secure solutions against consumer product counterfeiting and diversion. For more

information on the Brand Protection Alliance, visit the website at www.brandprotectionalliance.com.

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About 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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