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## Applied DNA Sciences Begins Supplying BioActive Ingredients to Enhance Intimate Apparel Industry

**STONY BROOK, N.Y., October 09, 2008 /Business Wire/** -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN) today announced that its proprietary ingredient, DermalRx™ HydroSeal, has been incorporated into the fabric of a new line of intimate apparel currently being test marketed by a global marketer of intimate apparel. Consumer responses are being evaluated in several major metropolitan markets. DermalRx™ HydroSeal, part of APDN's BioActive™ Ingredients portfolio, represents a new approach to dry skin – Structural Moisturization. The BioActive™ Ingredients business is based on the biofermentation expertise developed from APDN's SigNature™ DNA and BioMaterial™ Genotyping.

"Introducing skin care science to the textile industry is a great example of the crosstalk between our proprietary scientific platforms, our commercial entrée, and our customer base," said Dr. Hayward, CEO of APDN. "Topical delivery systems enhance the performance of active ingredients on the skin. All garments contact the skin. What better way to deploy a skin treatment than through a textile?"

With stress, skin becomes increasingly porous and its ability to retain moisture diminishes, as does its tensile strength, making skin subject to dehydration, and visible skin imperfections. DermalRx™ HydroSeal, a proprietary complex of a novel yeast ferment, soy proteins and soy peptides, helps to enhance cohesion between the cells in the upper layers of the skin, restoring elasticity and the skin's natural capacity to retain moisture. Key features of this product include the repair of damaged skin and the remodeling and restoration of the skin surface to refine texture and radiance. The effect promotes a youthful appearance to the skin and contributes to overall skin health.

Dr. Hayward continued, "We are excited by this innovative use of DermalRx™ HydroSeal and believe that the success of our product in intimate apparel will open up many additional applications beyond the personal care industry, where we have seen initial success. While the impact of test marketing on our revenues is minor to date, we are hopeful that these inroads made in the global personal care industry through the sale of our BioActive™ Ingredients will further expand opportunities to provide APDN's brand protection products and services to this industry as well." APDN's management team has a history of success in this industry, having developed ingredients prior to joining APDN, that are now used by many Fortune 100 companies.

APDN's CFO Kurt Jensen stated: "We expect that BioActive™ Ingredients will generate a growing revenue stream for the company as we ramp up our core security business. We also believe that there is real potential to custom manufacture additional products for existing and new customers, as demonstrated by this exciting new application of our ingredients."

**About Applied DNA Sciences, Inc.**

Applied DNA Sciences offers technology in three synergistic market segments, SigNature™ DNA, BioMaterial™ Genotyping™ and BioActive™ Ingredients that are available to assist in the protection of brands and intellectual property and can be forensically authenticated by machine-readable devices. The company's BioActive™ Ingredients are custom manufactured for use in the personal care industry. 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 15, 2008 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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