



Printcolor Commits to Using Applied DNA Sciences SigNature DNA As A Central Component of SpectraCRYPT™ Security Product Line

STONY BROOK, N.Y., /Business Wire/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN), a provider of DNA-based security solutions, and Printcolor Screen Ltd (Printcolor) today announced that Printcolor has committed to using APDN's SigNature™ DNA Markers as the central component of its newly launched spectraCRYPT™ line of security inks. As a result of the ongoing collaboration between the two companies, SigNature™ DNA has become an integral part of Printcolor's strategy in the security ink market. Printcolor's security inks are utilized in numerous indications, including the printing of bankcards, labeling of automotive components and printed labels for many products.

Dieter Hermann, CEO of Printcolor, stated: "We believe that SigNature™ DNA is the best solution for definitive forensic product authentication. With the integration of DNA into our spectraCRYPT™ product line, we can create highly secure, covert or overt, specialized indelible inks that are impossible for counterfeiters to replicate, re-engineer or copy digitally."

SpectraCRYPT is a portfolio of highly efficient, secure printing chemistries that enable printers to offer protection to brand owners. The SigNature™ DNA renders each ink forensic in quality and virtually impossible for counterfeiters to reproduce. In addition, inks can be applied to many substrates, including plastic, glass, textile and cardboard.

Working together, APDN and Printcolor have also developed highly customized ink solutions for clients that require fast-screening, cost effective security programs. The SigNature™ DNA Marker can be combined with any number of additional security features enabling easy front end inspection, while providing forensic authentication whenever it is required.

"Printcolor's commitment to our DNA platform in spectraCRYPT™ inks is significant. We now have a strategic partner in Europe that can help us prototype printed ink samples very quickly which has been helpful in our marketing and sales efforts. We can also offer a range of front-end detection modalities that will be suitable for even the most sophisticated, security-minded clientele," indicated Dr. James A. Hayward, CEO of APDN.

About Printcolor

Printcolor Screen Ltd. is a family owned and traditional ink manufacture which

celebrates next year its 75th anniversary. Through the years, Printcolor has specialized more in niche markets and offers tailor made solutions for technical and industrial applications. The newest segment is the spectraCRYPT™ program with more than 20 different effect groups for distinctive and forensic attributes. The target markets are all demands for brand protection and security application especially the individualized and unforgeable marking for brand owners.

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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