



Applied DNA Sciences Launches Fermentation Products for Personal Care Industry

STONY BROOK, N.Y., November 07, 2007/Business Wire/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN), a provider of DNA-based security solutions, today announced the launch of several fermentation products for the personal care industry. The company's primary platform necessitates the manufacture of DNA and one of the methods used to manufacture SigNature DNA requires the growth of bacteria or yeast in fermentors. This fermentation process provides a very high yield of SigNature DNA Markers.

Dr. James Hayward, Chairman and CEO of APDN stated: "Members of APDN's, management team have used fermentation as a tool in the manufacture of drugs and ingredients for personal care in the past. Given the combination of management experience and the intellectual property and equipment in the possession of APDN for fermentation, we decided to diversify our product offering. We believe that the shorter sales cycles in personal care offer a quick path to revenues while we continue to build our core business. In addition, the Cosmetic and Toiletries industry is one of our primary targets for security, since the industry is subject to counterfeiting and product divergence."

Integration of these products into APDN's commercial offerings has been done with minimal additional investment. Pilot productions succeeded during the summer and initial products are just being formally launched. Commercial-scale production should be operational before the end of this year.

By leveraging its fermentation capabilities, APDN can develop and manufacture ingredients that will be able to generate multiple revenue streams from its clients in the biotechnology, personal care and consumer product industries. For its initial ingredients, APDN worked with several local biotechnology companies to identify and commercialize proteins and other peptides for personal care applications (the fermentation products). Since July 2007, samples of these products have been submitted to several large multinational consumer product companies. One of the products developed is a human protein fragment marketed under the brand name of "Dermal Rx™". APDN has already supplied pilot scale quantities of this product to the manufacturing sites of a large multinational company and initial orders are expected before the end of the calendar year, although there can be no assurance orders will be received.

Another Dermal Rx™ ingredient has been tested in pilot scale quantities by a second large multinational company for inclusion in a high profile skin care line. This ingredient has been shown to promote exfoliation without any of the negative effects (irritation or inflammation) associated with chemical peeling. APDN has hired additional employees to assist in this aspect of the business in order to insure that sufficient resources are available in all areas of the company.

“We are very pleased with the quick turnaround of our Dermal Rx™ program from concept to commercial manufacture. It’s a great way to lower our risk concentration and enhance investor returns,” commented Dr. Benjamin Liang, Chief Scientific Officer. “This program is complementary to our SigNature DNA Program and demonstrates the versatility of the science behind SigNature DNA. We believe that customers will see the benefit of incorporating SigNature DNA into these new products to protect their product integrity and prevent counterfeiting and diversion.”

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.

/CONTACT: Debbie Bailey, 631-444-8090, fax: 631-444-8848/

/FCMN Contact: info@adnas.com /

/Web site: <http://www.ADNAS.com> /