

Applied DNA Sciences Launches AzSure, Wash-Proof Cash Degradation Dye to Protect Cash and Valuables-in-Transit and ATMs

- ***Signs Exclusive Agreement with Swiss High Performance and Security Ink Developer, Printcolor Screen Ltd., and is Designated “Best in Industry” by Independent Laboratory***

STONY BROOK, N.Y., December 15, 2009/Marketwire/ - Applied DNA Sciences, Inc. (OTCBB: APDN), a provider of DNA-based security solutions, and Printcolor Screen Ltd. (“Printcolor”) announced that they have entered into an exclusive agreement for the commercial production of an innovative new, blue, cash degradation dye, called AzSure®.

The threat of CViT and ATM crimes is already very high in the UK, and escalating throughout Europe, Asia, Africa and Australia. Current degradation dyes suffer from a critical technical weakness, as the dyes are often removed by technically savvy criminals. Consequently, stolen CViT cash still finds its way into cash transactions.

APDN initiated the development of AzSure in response to demands for a more effective carrier for its SigNature DNA®, which leaves a forensic trail to stolen CViT boxes, and results in the highest probability of conviction for CViT criminals.

Over a 2-year period, AzSure was subjected to numerous lab and field trials to test for penetration speed and wash-out resistance. Tests were conducted in the UK, US and in Switzerland exposing AzSure and SigNature DNA to a range of denomination and currencies, including British pounds, Euros and US dollars. Independent lab analyses conducted by the University of Leeds’ Colour Science Department subjected AzSure to numerous industrial solvents. Final analyses concluded that AzSure could not be removed with any solvent, and that the staining power and resistance to removal were both second to none.

“We subjected AzSure to challenging evaluation procedures, and found that the dye became strongly bound in 5 seconds or less to a variety of banknotes,” said Professor Long Lin, Professor of Reprographics Science & Technology and Director of the Digital Print Centre of Industrial Collaboration at the University of Leeds. “All denominations of banknotes were heavily stained rapidly. AzSure leaves clearly visible stains after various solvent immersion tests, much stronger than the stains retained by other commercially available staining fluids tested in our laboratory.”

With AzSure, Police forces around the world will more efficiently apprehend and convict criminals who come in contact with AzSure and SigNature DNA. AzSure is also gaining significant momentum and traction in the CViT, ATM, government and security industries

globally. Most recently, it was presented and well received at CARTES & IDentification 2009 (Paris), ATMIA (London) and the European Banking Federation (Brussels).

Dr. James A. Hayward, CEO of APDN stated: “We think AzSure is far superior because it is formulated to foster tight binding to global currencies. Lab and field experiments which have used SigNature DNA in combination with AzSure dye clearly demonstrated that the dye, fluorescence and DNA cannot be removed, regardless of the aggressive steps taken to try to remove this dye from the stained item.”

AzSure is distinguished even to the untrained eye as a vivid blue under ambient light, and a brilliant blue under ultraviolet light. The color pattern is unique in the industry and provides a means for police, law enforcement agencies and security companies to determine rapidly that stolen cash has been protected with a forensic degradation dye.

“AzSure has been the direct result of Printcolor’s expertise in high performance, security inks combined with Applied DNA’s entrepreneurial scientific team. We are both partners in developing innovative products that are better, safer and meet the exact needs of our customers,” stated Dr. Hayward.

Dieter Hermann, CEO of Printcolor, stated, “Governments and banks today face the real challenge of staying ahead of increasingly sophisticated counterfeiting without sacrificing security features and banknote longevity to costs. Working with APDN, we were able to quickly develop AzSure to the exact specifications requested. The variety of documents and products that need to be secured these days is constantly increasing due to the growing interest that counterfeiters and forgers have in falsifying them. We believe that with the AzSure line of security dyes, we will be able to competitively address these concerns and open up new markets for APDN and Printcolor.”

APDN has trained the UK Metropolitan Police and other law enforcement teams on the detection and authentication of SigNature DNA markers on stolen cash. The company has linked recovered cash to specific crimes and is actively supporting Crown Prosecutors in building strong cases against suspected criminals.

About Printcolor

Printcolor Screen Ltd. is a family owned ink manufacturer which celebrates its 75th anniversary this year. 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 demand brand protection and customized security applications.

About APDN

APDN sells patented DNA security solutions to protect products, brands and intellectual property from counterfeiting and diversion. SigNature DNA is a botanical mark used to authenticate products in a unique manner that essentially cannot be copied. APDN also provides BioMaterial GenoTyping[™] by detecting genomic DNA in natural materials to authenticate finished products. Both technologies protect brands and products in a wide range of industries and provide a forensic chain of evidence that can be used to prosecute perpetrators. To learn more, go to www.adnas.com where APDN routinely posts all press releases.

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-K, filed on December 16, 2008 and our subsequent quarterly reports on Form 10-Q. 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.

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

MEDIA CONTACT: Janice Meraglia, 631-444-6293, fax: 631-444-8848

FCMN Contact: info@adnas.com

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