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## **Applied DNA Sciences and H.W. Sands Corp. Complete Sale of Security Technologies to Protect Casinos**

STONY BROOK, N.Y., July 20, 2010 /Market Wire/ -- Applied DNA Sciences, Inc. (OTC BB: APDN), a provider of DNA-based security solutions, announced that it will be supplying its SigNature® DNA markers to H.W. Sands Corp. which has signed an exclusive agreement to mark custom poker chips and playing cards for a leading importer and manufacturer of these products – Palm Gaming International (“PGI”) of Daytona Beach, Florida. The initial purchase order has been received.

“We are very excited to launch this so quickly after beginning to work with APDN,” stated Jeffrey Strahl, Vice President, H.W. Sands Security; the security division of H.W. Sands Corp. “We are optimistic that PGI will achieve the sales goals necessary to maintain exclusivity.”

PGI has substantial output capacity for ceramic chips and clay inlay chips. By integrating DNA with preproduction raw materials, PGI can provide its clients with the highest security to protect gaming chips. PGI plans the integration of DNA into other gaming products, like playing cards and dice.

Joseph Daley, VP of PGI comments, “We elevate the security and control of our entire gaming suite of products with the integration of BioSecure DNA. Every casino can benefit from a security system that cannot be counterfeited.”

Casinos take elaborate security measures to protect casino chips. Despite these efforts, counterfeit chips have been used to defraud casinos recently from Las Vegas to Macau, cheating small casinos and even gaming mogul, Steve Wynn. In order to prevent counterfeit chips from infiltrating their establishments, casinos employ various security measures on their chips. Recently, casinos have begun to use advanced technologies like RFID to protect their chips and prevent counterfeit chips from entering their playing arena. However, these technologies are not as secure as DNA, with many examples of RFIDs being copied, sometimes within hours of their introduction. SigNature DNA cannot be copied or reverse engineered, offering a forensic product to deter counterfeiters.

“Our experience with protecting cash and valuables in transit, translates perfectly to poker chips. When the chips are down, you can absolutely count on DNA to prevent fraud and recover losses,” commented James A. Hayward, CEO of APDN.

### **About H.W. Sands**

Established in 1983, H.W. Sands Corp. provides research, development and commercialization of high-value, custom and commercial dyes, chemicals and corollary products that support customers’ product differentiation, thereby increasing brand value

and overall profitability. H.W. Sands Corp. is headquartered in Jupiter, Florida and for more information, visit [www.hwsands.com](http://www.hwsands.com).

#### **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](http://www.adnas.com)).

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 23, 2009 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.

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