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## **Applied DNA Sciences Signs Global Luxury Brand Agreement**

### **Will Supply DNA Markers and Authentication for Luxury Brands**

STONY BROOK, N.Y., January 7, 2010 /Marketwire / -- Applied DNA Sciences (OTC Bulletin Board: APDN) announced that it has signed an exclusive Supply Agreement with a renowned luxury brand with global distribution, headquartered in Europe. In the Agreement, APDN has committed to supply the Company with proprietary DNA Authentication Marks exclusively for the brand-owner's customers. APDN will receive a fee for each unique Authentication Mark purchased, with additional fees paid to APDN for authentications. In exchange for exclusive rights in the specified field, the brand-owner has agreed to minimum-volume purchases for each year of the Agreement.

The initial term of the agreement is for five years. APDN's DNA Authentication Marks will be used to mark unique luxury goods and link them to specific owners. On signing of the Agreement, APDN received purchase orders for multiple DNA Authentication Marks. These purchase orders have already been filled and shipped back to the brand-owner.

"Premier brands are using DNA both to protect their brand and to offer customized products for individual customers. Proof of authenticity is a central tenet of brand integrity, and there is no better proof than DNA. We were approached by this brand-owner, interested in providing a unique means of protection for their customers, and we were able to quickly turn this inquiry into a working agreement," commented Dr. James Hayward, President and CEO of APDN. "The DNA Authentication Marks were prepared and shipped within ten business days of receiving the initial orders, showing once again the agility of APDN in responding to the needs of its customers."

#### **About Applied DNA Sciences, Inc.**

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) 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 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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