

## Creative Labels Teams Up with Applied DNA Sciences SigNature® DNA To Be Used in All Industries Serviced by Printer

**STONY BROOK, NY. September 22, 2015.** Applied DNA Sciences, Inc. (NASDAQ: APDN) (Twitter: @APDN), a provider of DNA-based anti-counterfeiting technology, product genotyping and product authentication solutions, announced today the certification of Creative Labels Inc, in Gilroy CA as a Certified Print Partner ready to provide its customers with unique botanical SigNature® DNA-based taggant labelling solutions. Creative Labels Inc. will participate in the APDN PartnerProtect™ Certified Partner Program expanding APDN's reach into vertical markets with complementary, value-added solutions and services.

Creative Labels certified a varnish host carrier for the APDN security platform of botanical DNA taggants and optical markers. They have also contracted with APDN to own their own unique botanical SigNature DNA identifier. This will allow them to help their customers protect their respective products with anti-counterfeiting technologies available from APDN, offering them an entry level opportunity to prove the value of this technology before developing their own SigNature DNA. And for those not ready to make changes to their main label, Creative Labels will offer a SigNature DNA Seal of Authenticity that cannot be duplicated.

“Creative Label’s customer driven focus, philosophy and their historical success providing many vertical markets labelling solutions makes them an ideal candidate to represent APDN. Creative Labels is the first participant in the PartnerProtect Certified Partner Program on the West Coast, and we look forward to helping them gain more market share and extend their value propositions to their customers,” says Mike Messemer, Account Manager for Print and Packaging at APDN.

Sandy Franzen, President of Creative Labels says: “We are very excited about this partnership with Applied DNA Sciences, who have the credibility we were looking for. I was very impressed initially, and the more I learn, the more exciting it is. This will extend our security solutions to include a simple, yet precise forensic solution with the use of botanical DNA. The flexibility of the APDN science makes it possible for our customers to deploy these anti-counterfeiting measures across many different types of label substrates. Plus, the APDN in-field validation is a key component since our customers want to be able to identify products that include a SigNature DNA mark, as it travels down the supply chain.”

### About Applied DNA Sciences



We make life real and safe by providing botanical-DNA based security and authentication solutions and services that can help protect products, brands, entire supply chains, and intellectual property of companies, governments and consumers from theft, counterfeiting, fraud and diversion. SigNature® DNA describes the platform ingredient that is at the heart of all of our security and authentication solutions. SigNature DNA is at the core of a family of uncopyable products such as DNAet®, our anti-theft product, SigNature® T and fiberTyping®, targeted toward textiles, and digitalDNA®, providing powerful track and trace. All provide a forensic chain of evidence and can be used to prosecute perpetrators.

Applied DNA Sciences common stock is listed on NASDAQ under the symbol APDN, and its warrants are listed under the symbol APDNW.

### **Forward Looking Statements**

The statements made by APDN in this press release may be “forward-looking” in nature within the meaning of the Private Securities Litigation 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 15, 2014, as amended on March 6, 2015, and our subsequent quarterly reports on Form 10-Q filed on February 9, 2015, May 11, 2015 and August 10, 2015, which are available at [www.sec.gov](http://www.sec.gov). 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, unless otherwise required by law.



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