

For Immediate Release

APPLIED SCIENCE PRODUCTS, INC.
ANNOUNCES APPOINTMENT OF MATT HIGGINS TO BOARD

Knoxville, TN (December 28, 2009) - Applied Science Products, Inc., (APLD.PK), is pleased to announce the appointment of Matt Higgins, executive vice president of business operations for the NFL's New York Jets, to its Board of Directors. Higgins brings an array of strategic planning and business development capabilities, enhancing the company's rollout plans for its plasma-based products in the coming years.

Higgins is entering his sixth season with the Jets, and second as executive vice president of business operations. He reports directly to New York Jets Chairman and CEO Woody Johnson. Initially hired as vice president of strategic planning in 2004, he was elevated to senior vice president of business operations in 2007. Higgins oversees all elements of business operations for the team, including marketing, communications, sponsorships, legal, human resources, public affairs, merchandising, internet and broadcasting.

"We're very pleased to have Matt on-board," said Kenneth Wood, CEO of Applied Science Products, Inc. "He's a high-energy guy whose contributions are going to fit well with ASP's entrepreneurial spirit and our goal of developing the company around our proprietary plasma-based technology. In the few days he's been with us, Matt has already provided key input in several areas, which I expect will continue as we roll out our new TriClean Pro Air Sanitizer and other plasma products in the future."

Higgins remarked, "I'm excited to join the Board of ASP. What makes the Tri-Clean Pro so exceptional is its capacity to both trap *and* kill dangerous bacteria and viruses, as opposed to prevailing air purification technologies that simply trap them in a traditional filter. The prospect of a truly clean-air environment has tremendous implications for so many industries and settings – from hospitals to sports teams– where preventing infection requires constant vigilance. I look forward to working with the Board and the talented team at ASP to develop and expand this new plasma technology."

Prior to joining the Jets, Higgins was involved in the recovery of Lower Manhattan following September 11, 2001. In the immediate aftermath of the attacks, he was named vice president of communications at the Lower Manhattan Development Corporation (LMDC), the agency charged with rebuilding the World Trade Center site. In May 2003, Higgins was named chief operating officer of LMDC, running day-to-day operations of the agency and spearheading major initiatives. Earlier in his career, Higgins served as press secretary to former Mayor Rudolph W. Giuliani. He ran the City's media operations during and after the September 11th, through the end of Mayor Giuliani's term in office. Prior to joining the administration, Higgins was a journalist and assistant editor of the Queens Tribune, where he received several awards for investigative and feature writing.

Higgins has also been honored as one of the top 40 executives under 40 in New York by *Crain's New York Business*, and is a member of the board of PENCIL, an organization that fosters partnerships between the private sector and New York City public schools.

In 2007, Higgins was diagnosed with testicular cancer, and underwent radiation therapy. As a survivor, Higgins works to raise awareness about this rare form of cancer that disproportionately affects young men. He ran the 2009 NYC Marathon, raising over \$40,000 for Lance Armstrong's Livestrong Foundation.

Higgins holds a Bachelor of Arts degree in Political Science from Queens College and a Juris Doctorate from the Fordham University School of Law, where he served on Law Review. Born in Bayside, NY, Higgins resides with his wife, Michele, and their son Matthew Jr. and daughter Collette in New Jersey.

About Advanced Plasma Products, Inc. Advanced Plasma Products, Inc (APP) is a wholly owned subsidiary of Applied Science Products, Inc. APP is a growth stage technology company dedicated to developing and commercializing needed and useful products based upon its patented platform One Atmosphere Uniform Glow Discharge Plasma (OAUGDP) technology. APP's intent is to leverage its unique atmospheric plasma technology into development of a number of products in diverse, high growth markets, such as healthcare, air purification, manufacturing, and biotechnology. The company recently announced the introduction of its new TriClean Pro air [sanitizer](#) product that includes the company's newest advanced plasma design. The TriClean Pro is a robust air [sanitizer](#) that effectively traps and destroys all known classes of microorganisms such as pathogenic bacteria, viruses, allergens and mold. It also removes odor-causing volatile organic compounds (VOC's) providing a comprehensive approach to air purification. The air returning to the room is virtually free from any odors and harmful contaminants.

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