



## **PRESS RELEASE**

For Immediate Release

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## **VISUALANT SHAREHOLDER UPDATE**

**Seattle, Wa., September 21, 2010 Visualant, Inc. (OTCBB: VSUL)** (the “Company”) an emerging leader in security and authentication systems technology, provided the following update to its’ shareholders:

Dear Visualant Shareholders:

As we come to the close of our fiscal year-end (September 30), I want to take this opportunity to highlight some of the progress Visualant has made in recent months, as we continue to aggressively pursue new customers and markets for our anti-fraud Spectrum Pattern Matching [SPM] technology.

In June of this year we took our first step in our over all goal of accelerating nationwide distribution channels through our acquisition of TransTech Systems, Inc. of Aurora, Oregon. TransTech is a well regarded national distributor of security and authentication solutions to government and corporate customers and they bring with them approximately \$10 Million in annual revenues, and a well established customer base.

With the acquisition of TransTech, its founder and President, Jim Gingo, joined Visualant’s Board of Directors. Jim is nationally recognized as a leader in the security and authentication field. He also sits on the Board of the Security Industry Association and is a member of the Document Security Alliance.

Joining Jim Gingo on the Board is another new member, Paul Bonderson. Prior to co-founding Brocade, Paul held engineering management positions at industry leading companies including Intel Corporation and Sun Microsystems, Inc. Paul is a life-long technologist, and he brings significant technology experience to the Company.

Mark Scott, our new Chief Financial Officer, joined the Company in May of this year. In that short period of time he has made a significant impact. In addition to his work insuring on-time report filings, he has solidified the financial reporting of the Company, worked with our Japanese Board members, Dr. Masahiro Kawahata and Mr. Tom Arai, developed forecasting models, and leads the on-going acquisition and investor relations activities of the Company.

The Visualant fiscal year ends on September 30, 2010. Our annual report in the form of our 10-K filing with the Securities and Exchange Commission will be filed within 90 days of the end of the

fiscal year. This will provide more in-depth information on Visualant's business, the current marketplace and, of course, our year-end financial statements.

This is the first in an on-going series of periodic updates to our shareholders. You will be able to find all this information on the recently redesigned Visualant website at [www.visualant.net](http://www.visualant.net).

If you would like an electronic version of these updates sent directly to you, please go to the contact page on our website [<http://www.visualant.net/contactus.html>] and fill out the form. We will be happy to email you updates posted to the website.

In the meantime, thank you for your continued support of Visualant as we continue to grow and position ourselves as a leading authenticator in the fight against identity theft, forgery, counterfeiting, and other frauds.

Please do not hesitate to contact the Company if you have any questions.

Sincerely,

Ron Erickson  
Chairman and Chief Executive Officer

#### About Visualant, Inc.

Visualant, Inc. is an emerging leader in security and authentication systems technology. Through its wholly-owned subsidiary, TransTech Systems, Inc., the Company provides security and authentication solutions to security and law enforcement markets throughout the United States.

#### Safe Harbor Statement

*"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This press release contains forward-looking statements (within the meaning of Section 27a of the Securities Act of 1933 and Section 21e of the Securities Exchange Act of 1934) regarding us and our business, financial condition, results of operations and prospects. Forward-looking statements in this press release reflect the good faith judgment of our management and are based on facts and factors currently known to us. Forward-looking statements are subject to risks and uncertainties, and actual results and outcomes may differ materially from the results and outcomes discussed in the forward-looking statements as a result of either the matters set forth or incorporated in this press release generally or certain economic and business factors, some of which may be unknown to and/or beyond the control of Visualant, Inc.. Specifically, we are exposed to various risks related to our need for additional financing to support our technology development, acquiring or investing in new businesses and ongoing operations, the sale of a significant number of our shares of common stock could depress the price of our common stock, the market price of our common stock may be volatile, and we may incur losses in the future. Readers are urged not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. We do not undertake, and we expressly disclaim, any obligation to revise or update any forward-looking statements in order to reflect any event or circumstance that may arise after the date of the press release.*