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EVOLIS ENHANCES ITS CARD PRINTERS WITH UHF GEN 2 RFID ENCODING CAPABILITIES

Fort Lauderdale, FL – September 28, 2010 - Evolis, a global leader in solutions for plastic card personalization, introduces the ultrahigh-frequency (UHF) Gen 2 RFID encoding option within its top-selling card printers, Pebble and Dualys.

Evolis further demonstrates its commitment to offering innovative and reliable solutions by now integrating UHF Gen 2 encoders to its single and dual-sided models – Pebble and Dualys. This new option will allow organizations to implement efficient yet secure identification and access control RFID systems.

A secure and efficient technology

The Gen 2 UHF RFID technology – already widely used in asset management – brings security, speed and convenience to any identification process. Gen 2 ID cards offer a wider read range and allow multiple card reads at the same time. Extremely secure, Gen 2 is an internationally recognized standard that allows for significant flexibility in many applications when integrated in an Evolis card printer.

One system, multiple applications

The Evolis Pebble and Dualys card printers proudly carry the stamp of Evolis' strong commitment to reliability. Ready for integration, Pebble and Dualys offer unmatched quality along with a pioneering 3-year warranty (with unlimited number of printed cards).

The Evolis Pebble or Dualys UHF printers support a wide variety of applications for various vertical markets:

- **Identification** of employees, customers, visitors, or students to ease traffic at entry and exit points of secure areas.
- **Access control** in high-security premises or locations where crowd control is an issue such as ski resorts, cruise ships, amusement parks or events.
- **Tracking** of people and assets throughout facilities with the same readers.



"Evolis strives to offer innovative and reliable solutions to the ID card printing industry" says Gerardo Talavera, Managing Director at Evolis Inc. "The addition of Gen 2 encoders to our line of printers will allow organizations to implement efficient and reliable RFID systems while benefiting from Evolis' unique alliance of quality and value."

A successful partnership

Evolis has partnered with **TransTech Systems, Inc.**, an established leader in the ID badging and access control industry, to introduce its first UHF card printing solutions to the market. TransTech Systems was acquired by Visualant, Inc. (OTCBB: VSUL.OB) on June 8, 2010.

The reliability, flexibility and quality of the offer combined with TransTech Systems' unique expertise in the ID industry have already convinced many companies to switch to Gen 2 ID card systems.

"We are proud to bring the first Gen 2 Evolis card printer systems to the market" says Jeff Kruse, General Manager at TransTech Systems. "As a leading provider of ID and access control solutions, we are relentlessly on the hunt for new solutions that bring additional value to our customers. We have tested the Evolis Gen 2 card printers for applications such as amusement park, event and cruise ship passes, and the initial results have been fantastic. We look forward to introducing these solutions to a wider audience."

For more information, please call TransTech Systems at 1-888-843-3643 or visit www.ttsys.com.

About Evolis (www.evolis.com):

EVOLIS designs, manufactures and markets a complete range of solutions for personalization of plastic cards. These printers seamlessly integrate all the options necessary for incorporating graphic, magnetic and electronic personalization (smart cards, with contact and contactless RFID technology) of all types of cards (payment card, transit passes, loyalty cards, etc.). Based in France, with subsidiaries in Miami (USA) and Singapore, and representative offices in Tokyo (Japan) and Shenzhen (China), Evolis is represented in more than 100 countries in the world via a network of importers, distributors and technology integrators.

About TransTech Systems (www.ttsys.com):

TransTech Systems, Inc, a subsidiary of Visualant, Inc. (OTCBB:VSUL.OB) is in the business of providing industry-leading identification solutions. The ability to research, recognize, and implement changing technologies has made TransTech Systems an established leader in the ID-Badging and access control fields. By building and maintaining partnerships with customers and suppliers based on the support of the best people, the best practice services, and industry-leading products, TransTech Systems will continue to be a leader in value-added security products distribution well into the future.

About Visualant, Inc. (www.visualant.net)

Visualant, Inc. (OTCBB: VSUL.OB) 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. Specifically, we are exposed to various risks related to revenue projections, legal claims, our need for additional financing and our line of credit, our level of indebtedness, declining economic conditions, our controlling shareholder groups, the sale of significant numbers of our shares and volatility in the market price of our common stock. 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.