



FOR IMMEDIATE RELEASE

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TransTech Systems, a Subsidiary of Visualant, to Exhibit at Macworld 2011 Conference & Expo in San Francisco, CA

Seattle, WA. – January 26, 2011, Visualant, Inc. (OTCBB: VSUL), a pioneer provider of industry-leading color based identification and diagnostic solutions, an emerging leader in security and authentication systems technology and distributor of a wide variety of security solutions through its wholly-owned subsidiary, TransTech Systems, Inc., is pleased to announce that TransTech Systems will be exhibiting at the Macworld 2011 Conference and Expo from January 27-29, 2011 at the Moscone Center in San Francisco, CA.

Macworld, an IDG World Expo Event, is the largest affair to focus solely on the promotion of Apple products. In addition to the exposition, Macworld also offers focused conference programs to include workshops for in depth training, MacIT classes for technical training, and user sessions for skill enhancement opportunities. This year's Macworld has over 30,000 attendees registered for the expo. MacWorld for further details.

TransTech Systems (www.ttsys.com) will be exhibiting the latest in Mac-compatible identification card printing and encoding systems from Evolis. As a leading manufacturer of Mac-compatible identification printers, Evolis is a favorite among education and other Mac-friendly environments around the world. See these and other popular security industry products on display in TransTech's booth #1035.

About Visualant, Inc.

Visualant, Inc. (OTCBB:VSUL and www.visualant.net) develops low-cost, high speed, light-based security and quality control solutions for use in homeland security, anti-counterfeiting, forgery/fraud prevention, brand protection and process control applications. Our patent-pending technology uses controlled illumination with specific bands of light, to establish a unique spectral signature for both individual and classes of items. When matched against existing databases, these spectral signatures allow precise identification and authentication of any item or substance. This breakthrough optical sensing and data capture technology is called Spectral Pattern Matching ("SPM"). SPM technology can be miniaturized and is easily integrated into a variety of hand-held or fixed mount configurations, and can be combined in the same package as a bar-code or biometric scanner.

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, the sale of a significant number of our shares of common stock could depress the price of our common stock, acquiring or investing in new businesses and ongoing operations, we may incur losses in the future and the market price of our common stock may be volatile,. 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.