

## **FOR IMMEDIATE RELEASE**

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### **Visualant Demonstrates Spectral Pattern Matching Technology in Japan**

Seattle, WA November 18, 2010, Visualant, Inc. (OTCBB: VSUL), a pioneer provider of industry-leading identification solutions, announced today that Jim Gingo, President of TransTech Systems, Inc. the wholly owned subsidiary of Visualant, and Mark Scott, Visualant CFO, demonstrated the Visualant Spectral Pattern Matching (“SPM”) technology to potential partners and investors in Japan the week of November 15.

Two key members of the Visualant Board of Directors, Dr. Masahiro Kawahata and Mr. Tom Arai, have been instrumental in providing introductions to potential Japanese business partners and investors.

Jim Gingo stated, “Showing the first Visualant SPM demonstration unit in Japan has created a great deal of interest from our audience of business professionals. They witnessed the demonstrations and the many potential applications for the technology. We expect to accelerate the development of the Japanese market for the Visualant SPM technology.”

#### **About Visualant, Inc.**

Visualant, Inc. 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. Its 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.