

FOR IMMEDIATE RELEASE

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Visualant subsidiary, TransTech Systems, to Exhibit at ISC Solutions Expo at the Javits Convention Center in New York City

Seattle, WA. – November 2, 2010, TransTech Systems, Inc. a subsidiary of Visualant, Inc. (OTCBB: VSUL), a pioneer provider of industry-leading identification solutions, is pleased to announce it is an exhibitor at the upcoming ISC Solutions Expo at Javits Convention Center, New York, NY on November 3rd and 4th.

First shown at the recent ASIS show in Dallas, TransTech will be demonstrating Visualant's new Spectral Pattern Matching (SPM) Technology to potential end users and strategic partners.

TransTech Systems will also be exhibiting the latest in identification card printing and encoding systems and building access control products from manufacturers such as Evolis, Farpointe Data, and NiSCA. Additionally, TransTech is displaying the Everswitch product line from Baran Access Solutions. See these and other popular security industry products on display in TransTech's booth #1142. See www.iscsolutions.com for further details.

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. The 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.

About TransTech Systems

TransTech Systems, Inc., (www.ttsys.com) a subsidiary of Visualant, Inc., is a provider of industry-leading identification solutions. TransTech has created a distribution channel for its premier ID-Badging and access control security products by searching out the newest technologies and building and maintaining customer and cutting edge industry supplier partnerships, all supported by TransTech's exceptional service. Contact us today for further information on TransTech Systems, by visiting www.ttsys.com or calling 1-888-843-3643.