

**FOR IMMEDIATE RELEASE**

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**Jim Gingo Elected To Security Industry Association Executive Committee**

Seattle, WA. – November 9, 2010, TransTech Systems, Inc. a subsidiary of Visualant, Inc. (OTCBB: VSUL), a pioneer provider of industry-leading identification solutions, is pleased to announce Jim Gingo, TransTech President, was elected to the Executive Committee of the Security Industry Association at its annual meeting in New York on November 4, 2010

Gingo, who has served two consecutive four year terms on the board of directors, was elected to the Executive Committee of the Security Industry Association ([www.siaonline.org](http://www.siaonline.org)) at its annual membership meeting held in conjunction with the ISC Solutions conference in New York this past week. Mr. Gingo has been appointed to serve as the association treasurer for the next term and will work closely with Richard Chace, Executive Director, and Rand Price, Chief Operating Office, as SIA continues its international expansion and branding efforts.

**About Visualant, Inc.**

Visualant, Inc. (OTCBB:VSUL and [www.visualant.net](http://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](http://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](http://www.ttsys.com) or calling 1-888-843-3643.