

FOR IMMEDIATE RELEASE

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**Visualant Subsidiary TransTech Systems Awarded Contract;
Major Fortune 50 Company Continues Long-Term Relationship**

Seattle, WA. – December 16, 2010, TransTech Systems, Inc. (“TransTech”), a subsidiary of Visualant, Inc. (OTCBB: VSUL), a pioneer provider of industry-leading identification solutions, is pleased to announce it has been awarded a new contract from a major North American defense and aerospace contractor.

The contract involves the sale of a high-end digital video capture technology solution which will be integrated into the company’s enterprise-wide employee badging system. Once again TransTech has been selected as the provider for the worldwide employee badge printing systems of this unidentified Fortune 50 manufacturing company. TransTech has worked consistently with this customer since 2002. The latest award is a continuing vote of confidence in the customer’s satisfaction with TransTech’s historic performance and the ability of TransTech to meet the company’s future needs as identification and certification requirements continue to evolve.

Jim Gingo, TransTech President said, “We are proud of our long-term relationship with this customer. We work hard to always provide consistent professional service. This new contract reinforces our relationship and our commitment to sustained excellence.”

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.