

FOR IMMEDIATE RELEASE

CONTACT

Visualant, Inc.: Lynn Felsing
206 903 1351 - Lynn@visualant.net

Investor Relations

Paul DeRiso
Core Consulting Group
925-465-6088
paul@coreconsultinggroup.com

**Visualant Update on International Activities;
Company Leaders in Europe and Asia**

Seattle, WA December 9, 2010, Visualant, Inc. (OTCBB: VSUL), a pioneer provider of industry-leading identification solutions, announced today that two of its senior leaders are in Europe and Japan on behalf of the Company. Dr. Brian Schowengerdt, co-inventor of the Visualant Spectral Pattern Matching (SPM) technology is meeting with the technology team of a major Japanese security and authentication company to discuss the technology and its several applications to the marketplace. Jeff Kruse, General Manager of Visualant subsidiary TransTech Systems, Inc. is in Paris, France, meeting with major printer and card manufacturers to the security industry.

Visualant plans to extend the reach of its TransTech distribution arm into the global markets both through organic growth and strategic acquisitions. The industry focused visits of Jeff Kruse and Dr. Brian Schowengerdt are part of Visualant's activities to grow its market reach into Europe and Asia. While Jeff Kruse is focused on product suppliers, Dr. Schowengerdt is working on potential applications for the Visualant SPM technology in the Asian market.

Dr. Kawahata, former Executive Director of the Fujitsu Research Center, said, "Demonstrating the Visualant SPM technology in Japan, has created a great deal of interest. This follow-up technical discussion with Dr. Schowengerdt will enable us to explore many potential applications for the Visualant SPM technology. We are busy working to accelerate the development of strong relationships for Visualant in Japan and the broader Asian markets."

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.