



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 Subsidiary TransTech Announces \$1.2 Million Contract

Seattle, WA. – February 1, 2011, Visualant, Inc. (OTCBB: VSUL), an emerging leader in authentication systems technology, announced today its wholly owned subsidiary, TransTech Systems, Inc. of Aurora, OR was awarded a contract in the amount of \$1.2 Million.

The contract from one of the 38 NASA SEWP (Solutions for Enterprise-Wide Procurement) GWAC (Government-Wide Acquisition Contract) designated prime contractors is an extension of a contract first awarded to TransTech two years ago is testimony to the satisfaction both with TransTech's performance and the quality of the printers provided under this initial contract. These high end printers provide the digital high security identification cards required by a 2004 Presidential directive.

Jim Gingo, TransTech President said, "We are pleased to be selected for this continuation contract. We work hard to maintain quality relationships and strive for excellence with both our vendors and our customers."

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. Our 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., (www.ttsys.com) the Company provides security and authentication solutions to security and law enforcement markets throughout the United States.

Safe Harbor Statement

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This press release contains forward-looking statements (within the meaning of Section 27a of the Securities Act of 1933 and Section 21e of the Securities Exchange Act of 1934) regarding us and our business, financial condition, results of operations and prospects. Forward-looking statements in this press release reflect the good faith judgment of our management and are based on facts and factors currently known to us. Forward-looking statements are subject to risks and uncertainties, and actual results and outcomes may differ materially from the results and outcomes discussed in the forward-looking statements as a result of either the matters set forth or incorporated in this press release generally or certain economic and business factors, some of which may be unknown to and/or beyond the control of Visualant, Inc. Specifically, we are exposed to various risks related to our need for additional financing to support our technology development, the sale of a significant number of our shares of common stock could depress the price of our common stock, acquiring or investing in new businesses and ongoing operations, we may incur losses in the future and the market price of our common stock may be volatile,. Readers are urged not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. We do not undertake, and we expressly disclaim, any obligation to revise or update any forward-looking statements in order to reflect any event or circumstance that may arise after the date of the press release.