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**TransTech Systems, a Subsidiary of Visualant, to Exhibit at the SHRM
Atlanta Expo on October 17-18, 2011 in Atlanta, GA**

Seattle, WA. – October 14, 2011, Visualant, Inc. (OTCBB: VSUL), a pioneer provider of industry-leading color based identification and diagnostic solutions, an emerging leader in security and authentication systems technology and distributor of a wide variety of security solutions through its wholly-owned subsidiary, TransTech Systems, Inc., is pleased to announce that TransTech Systems will be exhibiting at the Society for Human Resource Management Atlanta chapter on October 17-18, 2011 in Atlanta, GA.

The 21st annual SHRM-Atlanta HR Conference will host more than 100 exhibitors over two days and over 1,000 HR Professionals. The show is designed specifically for human resource professionals to gain access to resource partners, many educational sessions, and keynote speakers. This year's show will have seven different educational tracks available over the two days. The exhibits and sessions will be held October 17-18, 2011. See www.shrmatlanta.org for more information.

TransTech Systems (www.ttsys.com), an established leader in the access control and ID badging industry, will be exhibiting the latest in identification card printing and encoding systems and building access control products from manufacturers such as Evolis and Farpoinde Data. See these and other popular security industry products on display in TransTech's booth #100.

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., the Company provides security and authentication solutions to security and law enforcement markets throughout the United States.