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Visualant Subsidiary TransTech announces new Configuration Wizard from Paxton Access

Seattle, WA. – February 23, 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 will be providing the new Paxton Access Configuration Wizard to their dealer channel.

Paxton Access, established in 1985, based in the UK, and vendor partner of TransTech Systems since 2007 is a leading manufacturer of electronic, physical, access control systems. Paxton Access specializes in the manufacture of access control systems. Access control provides security by giving flexible control over whom is allowed to enter a building and when. The systems Paxton manufactures will keep buildings, staff, and assets secure. From one door up to hundreds of doors across multiple locations, Paxton has a solution to suit your needs. (www.ttsys.com/physicalPaxton.html)

TransTech Systems (www.ttsys.com), the leading value added distributor of security and authentication products, will be providing the latest Paxton Access Configuration Wizard to the hundreds of access control system integrators in TransTech's dealer channel. Jeff Kruse, General Manager of TransTech Systems, said "Paxton's new Configuration Wizard not only makes it fast, easy and accurate to configure a complete access system for their customers, it also provides the ability to price and track the status of the dealer's quotes!"

Gary Thornberg, National Distribution Manager for Paxton Access (www.paxton-access.com), said, "The new Configuration Wizard will accelerate and simplify the process of configuring and estimating projects so that the dealer can less time producing quotes and more time selling business. We are pleased to have a distribution partner like TransTech Systems helping to get the word out to the channel on this state-of-the industry tool."

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.