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TransTech Systems, a Subsidiary of Visualant, to Exhibit at Alien Global User & Partner Conference in Dayton, OH

Seattle, WA. – March 1, 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 Alien Global User & Partner Conference from March 1-2, 2011 at the Dayton Marriott in Dayton, OH.

Alien Technology will be hosting the 2nd annual Global & Partner Conference. The conference, two days of general sessions and multiple breakout options, also includes an opportunity to network with end users, Alien technical staff, as well as industry suppliers and partners. With the arrival of the UHF RFID technology, this is an excellent opportunity to learn new approaches to application solutions. See www.alientechnology.com for more information.

TransTech Systems (www.ttsys.com) will be exhibiting the latest in UHF RFID technology with Evolis printers, a leading manufacturer in the card printing industry. TransTech Systems will be displaying UHF RFID technology and other popular security industry products in a booth with Plastic Printing Professionals.

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.