



FOR IMMEDIATE RELEASE

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TransTech Systems, a subsidiary of Visualant, to Exhibit at the International Security Conference & Exposition

Seattle, WA. – March 31, 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 International Security Conference & Exposition from April 6-8, 2011 at the Sands Expo & Convention Center in Las Vegas, NV.

The International Security Conference & Exposition (ISC West) is one of the fastest growing tradeshow in North America according to the publication Tradeshow Week. With over 23,000 industry professionals and 14,600 security buyers, ISC West is certainly the nation's largest security event of the year. ISC West will be hosting education sessions from April 5-7, 2011 as well as the exposition from April 6-8, 2011. See www.iscwest.com for more information.

TransTech Systems (www.ttsys.com) will be exhibiting the latest in identification card printing and encoding systems and building access control products from manufacturers such as Evolis, NiSCA, FarPointe, and Datacard. TransTech also will be demonstrating the new Visualant Spectral Pattern Matching technology. See these and other popular security industry products on display in TransTech's booth #22129.

We will post this press release on the Visualant website at www.visualant.net. If we have an email address for you, we will send you a copy of our press releases electronically. We want to remind you that if you have not already done so, please enter your email and other information on the form on the website at: <http://visualant.net/contactus.html>.

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.