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**Marco Hegyi, Seasoned Technology Executive, Named Visualant Chairman**

Seattle, WA. – May 12, 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 Marco Hegyi has been named Chairman of the Board of Directors of the Company.

Mr. Hegyi has served as an independent director at Visualant since 2008. He has been a principal with The Chasm Group since 2006, and serves as a strategic advisor to both public and private companies. Mr. Hegyi's passion is in helping companies expand their businesses with innovative technologies and collaborative partnerships. Over the course of his 30 years in the technology industry, he has worked at Yahoo!, Microsoft, and held executive roles in several other companies.

"We are very excited to have Marco Hegyi's greater participation in the leadership of the Company," said Ron Erickson, Visualant CEO. "Marco's significant experience in bringing new products to market is a tremendous asset for Visualant as we bring our Spectral Pattern Matching ("SPM") technology out of the laboratory and into the marketplace."

As Chairman, Mr. Hegyi will work with Visualant management and SPM inventors Dr. Tom Furness and Dr. Brian Schowengardt, both of whom have recently joined the Company as consultants.

"Visualant's unique and patented SPM technology is transformative and provides a foundation for numerous applications," stated Hegyi. "In this expanded role, I will help align recent and future acquisitions to realize the potential of SPM technology and deliver solutions for our customer's security and authentication needs."

**About Visualant, Inc.**

Visualant, Inc. (OTCBB:VSUL and [www.visualant.net](http://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](http://www.ttsys.com)) the Company provides security and authentication solutions to security and law enforcement markets throughout the United States.