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CONTACT

Visualant, Inc.: Ron Erickson
206 903 1351 ron@ronerickson.com

Investor Relations

Paul DeRiso
Core Consulting Group
925 465 6088
paul@coreconsultinggroup.com

**TransTech Systems, a subsidiary of Visualant, to exhibit at the ASIS
International 2011 in Orlando, FL**

Seattle, WA. – September 15, 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 ASIS International 2011 Show on September 19-21, 2011 in Orlando, FL.

The 57th Annual Seminar and Exhibits for ASIS International 2011 will host over 700 exhibitors and last years' show saw more than 20,000 attendees. The show will also have over 200 training sessions with 22 different tracks to ensure attendees receive the best value. Registration to the exhibit hall is free prior to September 16th, 2011. Visit www.asis2011.org 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, Datacard, Magicard, and NiSCA. TransTech will also be displaying the CoG-1000 (Cards on the Go) field programmer from Farpointe Data, which allows for 26 bit Wiegand HID, AWID, and Pyramid-compatible credentials to be programmed by the dealer in their own facility or in the field. See these and other popular security industry products on display in TransTech's booth #2833.

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.