

VISUALANT™

Visualant Appoints Jeffrey Kruse President of TransTech Systems

Bolsters key distribution channel for Visualant's ChromaID technology into the security and authentication marketplace.

Seattle, WA – (July 17, 2013) Visualant, Inc.,(OTCBB: VSUL), a company offering light-based identification and diagnostic solutions with its ChromaID™ technology, announced today that the appointment of Jeffrey Kruse as President of TransTech Systems, Inc., Visualant's wholly owned subsidiary and one of the distribution channels for Visualant's ChromaID technology into the security and authentication marketplace.

“We welcome the experience and leadership that Jeff Kruse brings to his new role with TransTech Systems”, said Ron Erickson, President and CEO of Visualant. “Mr. Kruse played a significant role in bringing TransTech through the transition phase of Visualant's acquisition of the company. We are looking forward to expanding and accelerating TransTech's growth under Jeff's leadership.”

TransTech Systems is an established leader in the field of secure identification products. TransTech distributes both full systems and component level solutions for personnel and article identification and authentication. Products include identification card printers, card readers, document scanners, access control, Radio Frequency Identification (RFID), asset tracking solutions, card design and management software, visitor management systems, printers for self-service kiosks, a full range of supplies, and outstanding product service and support.

“I look forward to the integration of Visualant's ChromaID™ technology with the ID and authentication opportunities which exist within TransTech's customer base” said Jeff Kruse. Mr. Kruse has been instrumental in moving TransTech from a one technology reseller to a multi-technology distribution partner. In addition to his years at TransTech, Mr. Kruse has held executive leadership positions with several emerging technology companies providing security, facilities management, and software products, including web based and mobile applications.

About Visualant, Inc.

Visualant™ is a public company whose shares trade under the stock symbol, VSUL. The Visualant Spectral Pattern Matching™ technology directs structured light onto a substance or surface or through a liquid or

gas to capture a unique ChromaID™ signature. When matched against existing databases, a ChromaID signature can be used to identify, detect, or diagnosis markers invisible to the human eye. ChromaID scanner modules can be integrated into a variety of mobile or fixed-mount form factors. The patented technology is disruptive, making it possible to effectively conduct analyses in the field that could only previously be performed by large and expensive lab-based tests.

Visualant has a Joint Development Agreement through December 31, 2013 with Sumitomo Precision Products Co., Ltd. ("SPP"), which focuses on the commercialization of the SPM technology and an ongoing License Agreement providing SPP with an exclusive license of the SPM technology in identified Asian territories. For more information, visit <http://www.visualant.net>.

About TransTech Systems, Inc.

TransTech Systems, Inc, a wholly-owned subsidiary of Visualant, Inc. is in the business of providing industry-leading identification solutions. The ability to research, recognize, and implement changing technologies has made TransTech Systems an established leader in the identification market. For more information see www.ttsys.com.

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