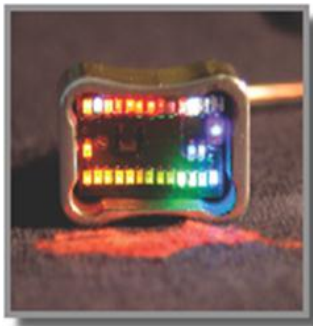




Visualant, Inc. is a Seattle, Washington based technology company which has developed and is preparing for market a transformative proprietary technology with a myriad of applications. The technology, called SPM, for Spectral Pattern Matching, involves a proprietary scanning technology and algorithms which map color at the photon level then place that color in a database. Once a color “fingerprint” has been entered in the database it can then be used as a basis upon which to authenticate or diagnose.

Everything in nature has a color. As humans, however, we don’t see all the color that is available to see. We have three color receptors in our eyes. A shrimp has 17 color receptors in its eyes and a bumblebee has 32 color receptors in its eyes. The Visualant SPM scanning device has over 700 color receptors. It sees and maps color that we can see but also color outside of the humanly visible portion of the spectrum. The SPM technology is available to discern, in a very exacting way, the differences between things based upon color at the photon level.

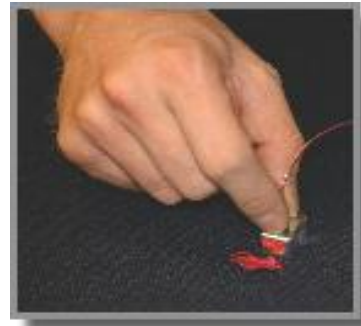
In the laboratory, for example, the SPM technology has differentiated 10 different vodkas which are identical to the human eye. At the photon level they are all different. The applications of this technology are broad and are the foundation for an industry. The scanner itself is the size of a dime and can be manufactured on a low cost basis. The SPM form factor is completely flexible.



SPM Scan Head



Spectral Pattern



SPM Testing Fabric

Visualant’s market strategy is initially focused on the security and authentication marketplace. In 2010 Visualant acquired TransTech Systems, Inc. a Portland, Oregon based leader in security and authentication distribution. With \$10 million in annual revenues, TransTech provides, through its 300 dealers and deep government relationships, a channel to the market for SPM security and authentication solutions. SPM can spot counterfeiting, whether passports, driver’s licenses, pharmaceuticals, access control cards or semi-conductors among others. SPM can identify cocaine or baking powder, identify gemstones, and determine the presence of water in gasoline or oil in water. SPM applications are numerous and profound and include medical and agriculture diagnostics. The Company is pursuing licensing in many of the application fields of use outside of security and authentication.

Visualant has a strong management team and board of directors. It is led by Ron Erickson, co-founder and CEO, a thirty year technology executive. Chairman is Marco Hegyi, former Microsoft and Yahoo. Directors include Paul Bonderson, former CTO of Brocade, Dr. Masahiro Kawahata, former head of the Fujitsu Research Center and Jim Gingo, President of TransTech. The lead scientists and co-inventors of SPM are Dr. Tom Furness, the father of virtual reality and former head of the Human Interface Technology Laboratory at the University of Washington and his colleague Dr. Brian Schowengerdt.

Visualant, Inc. is a fully reporting public company, trading on the OTC market under the symbol VSUL. For more information on the Company, please see our website at www.visualant.net, which include our public filings.