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**Visualant Licensee, Javelin LLC Announces Initial Focus
Environmental Applications to Identify Oil in Water**

Seattle, WA. – February 18, 2011, Visualant, Inc. (OTCBB: VSUL), a pioneer provider of industry-leading color based identification and diagnostic solutions, announced today that its licensee for environmental applications, Javelin LLC, is focusing its initial development efforts on utilizing the Visualant Spectral Pattern Matching (“SPM”) technology to determine the presence of oil in water and the presence of adulterates in oil.

The Visualant SPM technology, with its ability to map color at the photon level both within the humanly visible spectrum as well as in the near infra-red and near ultra-violet, can be used as a diagnostic tool for a host of environmental applications. These include determining the presence of foreign substances such as oil in water and determining water quality among many others.

Javelin LLC Co-founder, Peter Purdy, stated, “The recent experience with the BP Deepwater Horizon oil spill in the Gulf of Mexico and the significant damage it caused prompts us to focus Javelin’s attention on utilizing the Visualant SPM technology to determine the presence of oil in water and adulterates in oil. We are optimistic about the technology’s ability to test oil in water and adulterates in oil. The significant advantage SPM brings in terms of size, cost and durability gives us a competitive first mover position in addressing serious environmental disasters such as we have seen in the Gulf.”

Visualant CEO Ron Erickson said, “This is further confirmation of the extensive applications available for Visualant technology. With the use of the Visualant SPM technology we believe Javelin will solve some big problems in environment diagnostics. As we have indicated, Visualant is first focused on applying its SPM technology to the security and authentication market. Javelin’s work in the environmental arena is but one of many field of use where SPM can have a major impact. Other obvious market areas include medical and agricultural diagnostics.”

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.

About Javelin LLC

Javelin LLC is a developer of industry-leading technology solutions. Principals of Javelin LLC have invented and commercialized numerous new technologies involving augmented reality, Doppler speed sensors and head mounted display systems for consumer, industrial and military application. Contact Javelin today for further information on its technology solutions, by visiting www.info@Javelinenvironmental.com or calling 1-813-468-9857 East coast or 206-660-4228 West coast.