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**Visualant Senior Management Articulates Japan Growth Strategy**

Seattle, WA. – February 22, 2011, Visualant, Inc. (OTCBB: VSUL), a pioneer provider of industry-leading color based identification and diagnostic solutions announced today that senior management of the Company, working with two members of the Visualant Board of Directors from Japan, have outlined the strategy for introducing the Visualant Spectral Pattern Matching (“SPM”) technology to the Japanese market.

The Japanese directors will work with the Company to initiate a Visualant Co Ltd, a Japanese subsidiary corporation, which will enter into a master license agreement to the Visualant SPM technology for the Japanese market. The Visualant KK will work to license the Visualant SPM technology to strategic Japanese partners. In addition, the Visualant KK will seek Japanese technology to distribute in North America through Visualant’s TransTech distribution subsidiary.

Visualant’s Japanese directors, Dr. Masahiro Kawahata, a respected scientist, and Mr. Tom Arai, a respected businessman, have been instrumental in making introductions to potential Japanese partners. They will continue their efforts on Visualant’s behalf.

Visualant CEO Ron Erickson said, “We applaud the efforts of both Dr. Kawahata and Mr. Arai. They have been of invaluable assistance as we work to introduce the Visualant SPM technology to the Japanese market.”

**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., the Company provides security and authentication solutions to security and law enforcement markets throughout the United States.