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Lance Gima, Forensic Science Expert, to Work with Visualant

Seattle, WA. – March 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 Lance Gima, one of the nations leading Forensic Scientists will consult with the Company to explore forensic science applications of Visualant’s Spectral Pattern Matching (“SPM”) technology.

Lance Gima has been a practicing Forensic Scientist for almost 36 years. Beginning in 1974, he worked continuously for the California Department of Justice until his retirement in May of 2008. Lance spent his early years as Criminalist processing crime scenes, conducting examinations on firearms, physiological fluids, hairs, fibers, arson, and drug and alcohol evidence. Additionally, he has testified over 1,000 times in his career, lectured on various aspects of Criminalistics, and has given formal presentations at scientific seminars across the country. Starting in 1989 Lance spent 13 years establishing the DNA laboratory. As Director of the DNA Laboratory, Lance managed over 140 employees and was responsible for six programs involving DNA technology. In 2002, Lance was promoted to the position of Chief of the Bureau of Forensic Services. As Chief, Lance was in charge of all aspects of running the DNA Laboratory, 10 regional forensic science laboratories, as well the Latent Print, Question Document, and the Toxicology units along with the California Criminalistics Institute. Following his retirement from California Department of Justice, Lance remained active in the profession of forensic science. Lance served as a member of the UC Berkeley Human Rights Center Advisory Board and has partnered with the HRC in a project utilizing DNA technology to reunite families separated in El Salvador’s civil war. Lance has served on Chile’s Presidential Commission on DNA established to assist Chile in identifying the human remains of the "disappeared" and assisted Chile’s genetics laboratory in preparing for accreditation.

“The Visualant team is thrilled to have Lance Gima involved with us as we explore innovative applications for our Spectral Pattern Matching technology,” said Ron Erickson, Company CEO. “Lance brings an unparalleled background in forensic science. His insights will assist us in applying the SPM technology to advance forensic science.”

“The Visualant Spectral Pattern Matching technology provides an opportunity for several applications to analyze hair, fiber, paint and soil and help advance the state of forensic science,” stated Lance Gima. “I look forward to working with the Visualant science team and bringing my real world expertise to bear upon the creation of new forensic science solutions.”

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.