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CONTACT

Visualant, Inc.: Lynn Felsing
206 903 1351 – Lynn@visualant.net

Investor Relations

Paul DeRiso
Core Consulting Group
925 465 6088
paul@coreconsultinggroup.com

TransTech Systems, a subsidiary of Visualant, unveils Private Labeling of Identification Badge Printer Bundles and Supply Kits

Seattle, WA. – April 19, 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 the launch of private label badge printer bundles and supply kits in their product line.

The new printer bundles include a badge printer and the necessary supplies to instantly print plastic cards in an all-in-one solution. Dealer-customized labels, packaging graphics, and box inserts are included with the bundles to enhance both post-sale service and simplify the reordering process for the end-user. As more shipments go direct to the end users for cost saving reasons, the identity of the local reseller is being lost. Customization of the packaging for the reseller creates a personalized and end user direct shippable solution. Direct shipping eliminates additional freight and handling costs, thus increasing dealers' overall margins. At the same time, the customized packaging maintains the reseller identity with the end user and preserves the recurring revenue for the reseller.

New printer supply kits include necessary printer ribbons, PVC cards, and cleaning components to print approximately 500 cards, varying by printer model. The kits are available for the industry's most popular models of badge printers including HID[®], Ultra Electronics[®], and Evolis[®]. Dealer-customized packaging graphics and box inserts are also available, adding further value to the easy-to-order kits.

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., (www.ttsys.com) the Company provides security and authentication solutions to security and law enforcement markets throughout the United States.