



FOR IMMEDIATE RELEASE

CONTACT

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

Investor Relations

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

**Visualant Subsidiary, TransTech Systems, Releases New TransCam™
Identification Card Photo Capture Solutions for Government and
Commercial Use**

Seattle, WA. – April 26, 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 TransTech Systems has released a new line of TransCam™ photo identification solutions tailored to the particular needs of the identification and security market.

The ID security and access control industries have unique requirements for image capture systems. Cameras must be high-quality and low-cost, produce quality images in all lighting conditions, and able to interface with specialized badge design software for instant creation and issuance of identification credentials. These systems must also be designed for portable use in multiple locations such as a school district, and for permanent installation at a central location, such as a corporate security office. TransTech Systems has recognized these needs and designed two unique camera kits under the TransCam™ brand name. These two unique camera kits are available for immediate distribution.

The TransCam WDM camera kit is designed for portability and includes both a top-of-the-line 8 megapixel high-definition compact camera for capturing crisp and vibrant images of the subject, and TWAIN-driver software solution. The camera can be controlled directly from the user's computer to capture the perfect photo, and the integrated face-finder combined with auto-crop ensures that ID badges are created quickly and professionally.

The TransCam ACK camera kit is designed for high-volume badge issuance. This kit combines a versatile camera from a leading camera manufacturer with a unique TWAIN-driver software solution that provides the user direct control of camera features such as zoom and focus without leaving the workstation to make adjustments.

The TransCam™ camera kits are compatible with the most popular ID Badging solutions in the industry. Deluxe versions of the TransCam kits are also available, offering a high-quality blue/gray reversible backdrop and full-size tripod for use with the camera's integrated tripod mount.

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.