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Visualant Names Dr. Tom Furness Senior Scientific Advisor

Seattle, WA. – April 28, 2011, Visualant, Inc. (OTCBB: VSUL), a pioneer provider of industry-leading color based identification and diagnostic solutions, and 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 Dr. Tom Furness, a co-inventor of Visualant’s Spectral Pattern Matching (“SPM”) technology will consult with the Company and become its Senior Scientific Advisor.

Dr. Furness is a professor and founding director of the Human Interface Technology Laboratory (“HITLabs”) at the University of Washington in Seattle, as well as additional HITLabs in New Zealand and Australia. His career spans over 40 years of working for the Department of Defense, industry and as an academic. He is widely recognized as the grandfather of virtual reality and has numerous patents in advanced displays and electro-optical systems.

“The Visualant team is thrilled to have the active involvement of Dr. Furness as we continue to explore innovative applications for our Spectral Pattern Matching technology,” said Ron Erickson, Company CEO. “Tom was present at the very beginning of Visualant and has provided wise counsel over the years. We are especially fortunate to have him more actively involved now as Visualant begins a new phase of delivering SPM technology into the marketplace for key applications in security and authentication. We also look forward to his continuing efforts in the laboratory to push the boundaries of Visualant’s fundamental technology.”

“The Visualant Spectral Pattern Matching technology has a broad array of applications. I want to assist the Company as it exploits the many opportunities before it,” stated Dr. Furness. “I look forward to working with the Visualant scientific and product teams helping to create new applications and new extensions of the Visualant technology.”

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.