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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

Tobin Smith of NBT Equity Group Interviews Visualant CEO

Seattle, WA. – April 7, 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., announced today that Tobin Smith of NBT Equity Research LLC has released an interview with Visualant Chairman and Chief Executive Officer Ron Erickson. The interview can be accessed through the Visualant website at www.visualant.net or on the NBT Equity Research website at <http://nbtequitiesresearch.com/company/visualant-vsul/nbt-tv>.

NBT Equity Research LLC is a member of the NBT Equity Group LLC. They were founded by well known research analyst Tobin Smith. Tobin Smith is a contributing market analyst for Fox News Channel and a regular panelist on its highly rated “Bulls & Bears” weekly investment program.

On January 24, 2011, Tobin Smith issued a research report on Visualant which he supplemented on February 11, 2011. Both research reports can be accessed through the Visualant website at www.visualant.net.

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.