



**FOR IMMEDIATE RELEASE**

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**Visualant Retains Dr. Brian Schowengerdt,  
Co-Inventor of Spectral Pattern Matching Technology**

Seattle, WA. – May 10, 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 Dr. Brian Schowengerdt, a co-inventor of Visualant’s Spectral Pattern Matching (SPM) technology will consult with the Company.

Dr. Schowengerdt’s work focuses on the intersection of the fields of photonics and biological sensory systems. He has developed novel 3D capture and display technologies using scanned light while at the University of Washington’s Human Photonics Laboratory, the Department of Mechanical Engineering, and the Human Interface Technology Laboratory. In addition to giving numerous invited talks at conferences such as the Optical Society of America, Frontiers in Optics, and Optics and Photonics Japan, he has authored a wide range of articles and patents on optical and photonic systems. Dr. Schowengerdt is the program chair for 3D technology and chair of the Display Systems Committee of the Society for Information Display, and sits on the editorial board of multiple academic journals.

“The Visualant team is very pleased to have the active involvement of Dr. Brian Schowengerdt. He has been instrumental in the creation and development of the Visualant technology.” said Ron Erickson, Company CEO. “We look forward to having Brian’s capable assistance as we expand the reach and applications of the SPM technology and grow the Company to the next level.”

“As a co-creator of the Visualant Spectral Pattern Matching technology I have a special commitment to its broad use in the marketplace as an authentication and diagnostic tool,” stated Dr. Schowengerdt. “I look forward to assisting the Company as it exploits the many opportunities before it.”

**About Visualant, Inc.**

Visualant, Inc. (OTCBB:VSUL and [www.visualant.net](http://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](http://www.ttsys.com)) the Company provides security and authentication solutions to security and law enforcement markets throughout the United States.