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Tobin Smith's NBT Equity Group Updates Visualant Research

Seattle, WA. – May 18, 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 NBT Equity Research LLC has released an updated research report on the Company. The updated research report can be accessed through the Visualant website at www.visualant.net or on the NBT Equity Research website at <http://www.nbtequitiesresearch.com/company/visualant-vsul>.

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.

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.