

Vystar[®] Corporation Engages American Capital Ventures for Comprehensive Investor Relations Services

ATLANTA, September 5, 2012 – Vystar[®] Corporation (OTCBB: VYST) -- the exclusive creator of Vytex[®] Natural Rubber Latex (NRL), a multi-patented, all-natural raw material that contains significantly reduced levels of non-rubber particles, including the antigenic proteins found in natural rubber latex, announced today that they have engaged American Capital Ventures (“ACV”), a leading provider of comprehensive investor relations, financial marketing and capital market advisory services to companies in the micro- and small-cap market.

William Doyle, President and Chief Executive Officer of Vystar Corporation, stated, “Having seen steady and notable growth in target markets and also in specialty markets with unique opportunities, the potential for our Vytex NRL product and much larger, our company, is quite promising. As we continue to see organic growth and consider key potential strategic acquisitions, it’s important to have in place a valuable resource for our investors and our company in order to navigate this period successfully.”

Howard Gostfrand, President of American Capital Ventures, commented, “We are pleased to partner with Vystar Corporation, creator of Vytex NRL. Not only is Vytex NRL truly disruptive technology within the overall latex markets, including synthetics, but it also has a wealth of domestic and international market applications, including a consumer focus, available to it. We are eager to collaborate with their management team to further communicate the great potential of this unique and patented product to the market and work to increase value for their shareholders.”

Doyle continued, “In this effort, we have engaged ACV, a leading provider of investor relations, financial marketing and capital market advisory services to small public companies. Howard and his team will be affording us comprehensive investor relations support and sound strategies to effectively communicate our opportunity to the investment community, thoughtfully diversify and expand our shareholder base, and help bring a more proper valuation to Vystar and our stock. We look forward to working with the ACV team in this effort and to receiving their value-added contributions in the time ahead.”

ABOUT VYSTAR CORPORATION

Based in Duluth, GA, Vystar[®] Corporation (OTC Bulletin Board: VYST.OB - News) is the exclusive creator of Vytex Natural Rubber Latex (Vytex NRL), a multi-patented, all natural, raw material that contains significantly reduced levels of antigenic proteins found in natural rubber latex and can be used in over 40,000 products. Vytex NRL is a 100% renewable resource, environmentally safe, "green" and fully biodegradable. Vystar is working with manufacturers across a broad range of consumer and medical products to bring Vytex NRL to market in adhesives, balloons, surgical and exam gloves, other medical devices and natural rubber latex foam mattresses, pillows and sponges. For more information, visit www.vytex.com.

ABOUT AMERICAN CAPITAL VENTURES

Founded in 1999, ACV is a comprehensive investor relations, financial marketing, capital markets advisory, and consulting firm, driven by hard work, passion and a commitment to our clients. ACV provides micro- and small-cap companies with the advice and the tools to foster their success as a growing public company. Well versed in proven investor relations and financial

marketing strategies within the micro- and small-cap market, ACV has a solid reputation as a firm for going beyond the traditional scope of investor relations services. ACV employs a comprehensive approach to meeting client needs and invokes a collaborative, “roll up sleeves” stance with all clients. ACV works alongside management to put sound strategies in place to allow these companies to grow successfully, and ultimately, succeed in unlocking their true value. For more information, please visit www.amcapventures.com.

Forward-looking Statements: Investors are cautioned that certain statements contained in this document as well as some statements in periodic press releases and some oral statements of VYST officials are "Forward-Looking Statements" within the meaning of the Private Securities Litigation Reform Act of 1995 (the "Act"). Forward-looking statements include statements which are predictive in nature, which depend upon or refer to future events or conditions, which include words such as "believes," "anticipates," "intends," "plans," "expects," and similar expressions. In addition, any statements concerning future financial performance (including future revenues, earnings or growth rates), ongoing business strategies or prospects, and possible future VYST actions, which may be provided by management, are also forward-looking statements as defined by the Act. Forward-looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance, or achievements expressed or implied by such forward-looking statements and to vary significantly from reporting period to reporting period. Although management believes that the assumptions made and expectations reflected in the forward-looking statements are reasonable, there is no assurance that the underlying assumptions will, in fact, prove to be correct or that actual future results will not be different from the expectations expressed in this report. These statements are not guarantees of future performance and VYST has no specific intention to update these statements.

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