

Vystar® Corporation Retains Strategic Universal Advisors, LLC As Its Investor Relations Consultant

ATLANTA, November 1, 2011 – 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 the antigenic proteins found in natural rubber latex, announced today that it has retained Strategic Universal Advisors, LLC (“SUA”), as its investor relations consultant. Headquartered in New York, SUA specializes in working with undiscovered public companies and providing them with global access to the finest investment professionals. As a strategic partner with Vystar’s management team, SUA will assist the company in creating interest, establishing worldwide exposure and building relationships across the financial spectrum.

Stan Altschuler has assembled an experienced team of financial professionals with strong technology backgrounds who will help Vystar achieve its maximum valuation. “Strategic Universal Advisors is proud to be representing Vystar and believes the market potential for their patented product is tremendous.”

President & CEO of Vystar, William Doyle stated, “As a technology company specializing in the natural rubber latex industry with numerous application opportunities and a wide range of development opportunities, we look to Strategic Universal Advisors to guide us as a strong business consultant to expedite our growth. Given our current prospects, SUA will provide us with traditional investor relations support and assist in evaluating various acquisitions and target market possibilities as part of our broader strategy of increasing shareholder value. Vystar believes Stan Altschuler, head of SUA, with over 30 years in the investment industry and an unparalleled reputation in the financial community, will identify and work with institutions that recognize the importance of our competitive advantage, the added value of our unique raw material in product improvement and reduced manufacturing costs, and tailored support services. As we continue to expand our Vytex NRL business we look forward to sharing this progress with the global investment community.”

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 Strategic Universal Advisors, LLC

Strategic Universal Advisors, LLC is headed by Stan Altschuler, a highly respected Wall Street veteran, who has assembled an experienced team of investment/financial professionals to serve their clients. Since its inception, SUA has achieved an unparalleled success for over a hundred public companies.

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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