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## **Vystar<sup>®</sup> Corporation Receives its Third US Patent and First Chinese Patent for Vytex<sup>®</sup> Natural Rubber Latex**

**ATLANTA, January 31, 2012** – Vystar Corporation (OTCBB: VYST), the exclusive creator of Vytex<sup>®</sup> Natural Rubber Latex (NRL), has received its third US *and* first Chinese patent for its all-natural raw material. The company now has a total of five issued patents in the US and abroad that relate to Vytex NRL, with more than a dozen pending.

The new US patent expands the claims beyond just reducing proteins and recognizes that the process also reduces the level of non-rubber components in Vytex NRL, creating a completely different natural rubber latex. In October 2010, ASTM approved a new category of latex based upon a maximum non-rubber content of 0.5%, which is significantly lower than the maximum of 2.0% allowed in the other categories of latex. Vytex NRL is the first and only commercially available NRL that qualifies for this new category. Utilizing these criteria, Vytex NRL is cleaner, allowing manufacturers to utilize more cost-effective manufacturing processes and make better end products. Dipped products use less costly and adverse leaching processes and dyes to produce naturally whiter and more translucent end products such as foams and adhesives. Vytex NRL can save manufacturers time and money in their production lines while also improving thousands of different latex end products such as foams and adhesives.

William R. Doyle, President and CEO of Vystar Corporation said, “Natural rubber latex is a \$4.6 billion global market, with little product differentiation. Vytex NRL is really the first fully commercialized, branded latex raw material that offers manufacturers a truly better NRL alternative by saving natural resources in the manufacturing process and in creating distinctively more attractive and desirable end products. These two new patents not only strengthen Vystar’s intellectual property rights worldwide, but they are an acknowledgement of the unique attributes of Vytex NRL. This new US patent approval expands protection beyond the process used to make Vytex NRL to the unique end composition of Vytex NRL which leads to the attributes of the end products that can be made only with Vytex NRL.”

The recently issued Chinese patent, recognizes the validity of Vystar’s second US Patent, which protects the process of producing Vytex NRL, and therefore extends patent protection to China.

Travis Honeycutt, Vystar’s founder and technical advisor said, “The Chinese patent is particularly exciting. It demonstrates the importance of Vytex NRL in Southeast Asia and protects our intellectual property rights in that region. China is one of the leading producers of products made with natural rubber latex and this protection of Vytex NRL’s novel process is important for Vystar’s growth.”

## **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 the 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](http://www.vytex.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.