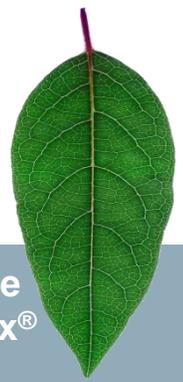


Press Release

VYSTAR
CORPORATION



Vystar® Corporation and Ritex Gummiwarenfabrik GmbH Announce the Launch of Ritex Silver-Light Condoms a Premium Brand Made with Vytex® Natural Rubber Latex

ATLANTA, GA – June 19, 2012 Vystar® Corporation (OTCBB: VYST), the creator of Vytex® Natural Rubber Latex (NRL), and Ritex Gummiwarenfabrik GmbH, a German condom and lubricant manufacturer, have announced the July launch of a premium ultra-thin condom made with Vytex NRL (www.facebook.com/Ritex.Kondome). Vytex NRL is a patented, all-natural raw material that significantly reduces the total and antigenic proteins and other non-rubber particles found in natural rubber latex and is currently a base material in adhesives, gloves, balloons, cohesives, foams, etc.

The global condom market is projected to be \$6 billion USD by 2015 with anticipated sales of over 27 billion units and Europe representing 25% of the global market value. The new Ritex Silver-Light Condom made with Vytex NRL is specifically targeting the German, Austrian and Dutch markets.

“Vytex NRL is a unique form of natural rubber latex, as our patented process removes much of the non-rubber particles, including proteins, that results in a very translucent, soft condom with virtually no odor,” says William Doyle, President and CEO of Vystar Corporation. “Natural rubber latex, hence Vytex NRL, is known to be the preferred condom material for tactile sensitivity, strength, and barrier properties. Consumers in these specific markets will have the benefit of a revolutionary condom made with Vytex natural rubber latex. We are delighted to work with Ritex on launching their new ultra-thin condom.”

Hans-Roland Richter, Managing Director of Ritex commented, “We are pleased with the technical properties of Vytex NRL and find it to be a cleaner form of natural rubber latex. We believe that producing our condom with Vytex NRL provides us with the strong product differentiation our customers have come to expect from Ritex. Our new Ritex Silver-Light Condom builds upon our tradition of quality and innovative products, being the first condom produced for the European market labeled as ‘made with Vytex.’” The new Ritex Silver-Light Condom is 15% thinner than regular condoms for optimal sensitivity. To learn more, visit www.ritex.de/kondome/silver-light/

About Vystar Corporation

Based in Duluth, GA U.S.A., 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, industrial 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.



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About Ritex Gummiwarenfabrik GmbH

Based in Bielefeld, Germany, Ritex is a privately owned company and one of the largest producers of latex condoms and lubricants for the German market. The company was founded in 1948, by Hans Richter and is now run by his son Hans-Roland Richter and his grandson Robert Richter. The company is known for its product and technical innovation resulting in high quality latex condoms and lubricants which are produced in Germany to exacting standards. Some of their more established brands are Ritex RR.1, Ritex Lust and Ritex Ideal. Each offer superior performance with different features. For more information, visit www.ritex.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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