



Vystar[®] Corporation to Present at Sidoti & Co., LLC's Upcoming Sixth Annual Micro-Cap Conference in New York

ATLANTA, January 2, 2013 – Vystar[®] Corporation (OTCBB: VYST) ("Vystar" or the "Company"), owner of SleepHealth, a unique provider of sleep health services to physicians in the southeastern U.S., and exclusive creator of Vytex[®] Natural Rubber Latex (NRL), a multi-patented, all-natural raw material that contains significantly reduced levels of non-rubber particles and proteins found in natural rubber latex, announced today that William "Bill" Doyle, Vystar Corporation's Chief Executive Officer, will be presenting at Sidoti & Co., LLC's upcoming Sixth Annual Micro-Cap Conference to be held Monday, January 7, 2013 at New York City's Grand Hyatt Hotel.

Mr. Doyle will be presenting from 2:10 p.m. – 2:45 p.m. local time in Estate 9 (Imperial) and will be available for investor meetings during the conference. If you would like to schedule a meeting, please contact Lauren Milner via email at lm@amcapventures.com or your Sidoti representative directly. The presentation will not be webcasted.

About Vystar Corporation: Based in Duluth, GA, Vystar[®] Corporation (OTC Bulletin Board: VYST) is owner of SleepHealth, a unique provider of sleep health services and durable medical equipment (DME) to patients of physician clients in the southeastern U.S., and 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 and pillows. For more information, visit www.vytex.com and www.sleephealthier.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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