



Vystar® Corporation Provides Update on Strategic Direction in Both the Natural Rubber Latex Arena and Several Consumer Markets

Company Realigns Itself Based on Successes at the Consumer Electronic Show (CES) and Medtrade's Spring Meeting With Direct Consumer Sales Participation

ATLANTA, March 19, 2014 – Vystar® Corporation (OTCBB: VYST) ("Vystar" or the "Company"), 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 and proteins found in natural rubber latex, today announced a strategic focus on its core technology and the formation of alliances to further the advances made in the \$40 billion dollar foam industry, expected to grow by a 1.5 to 2 multiple within a few years. Vystar's patented all-natural NRL foam processes remove the non-rubber particles and allergen-causing latex proteins to create a superior eco-friendly Vytex NRL raw material. That raw material is then transformed by its Guatemalan partner, Islatex, into foam that is whiter, lighter weight and free of the off-gassing common among competitors' memory foam products. Because Vytex NRL results in a more translucent and cleaner latex following the removal of proteins and non-rubbers, manufacturers' production costs are decreased by utilizing less chemicals, water, and processing to remove proteins, and less dyes and perfumes to cover up the yellow color and odor of non-Vytex natural rubber latex.

Vystar's alliances have been formed to include mattress and pillow producers in the United States, business development strategists, and selected retailers that are prepping for the arrival of foam pillow and mattress cores for showroom analysis, market research and select early sales efforts. Through these broad alliances, Vystar will offer a broad array of mattresses and pillows to meet consumer needs across the board. The first shipping container of foam which has been delivered to our wholesale manufacturer exemplifies the flexibility of what foam made with Vytex NRL will provide to our target audience in the global marketplace.

William Doyle, President and CEO of Vystar® Corporation, commented, "We have spent over ten years developing our Vytex NRL raw material and have learned the marketplaces in which it has specific benefits, and there are many of those. We have moved into a targeted role in the North American foam industry as not only have we identified specific large audiences for our Vytex foam but we have courted key markets and retail stores ready to start offering mattresses and pillows for their customers. Retail is an early start but immediate sales efforts include varied avenues, and product iterations, to meet the needs of the consumer. This is the first time that Vystar will participate directly in end product sales."

Doyle continued, "The strength of the Vystar patents, both domestically where we have four (4) issued, but also internationally, where we have five (5) issued, including Europe as a key market for foam made with Vytex NRL, denotes that the extensive research in which we have engaged, has been well



2484 Briarcliff Rd NE, #22, Suite 159, Atlanta, GA 30329 USA
vytex.com | info@vytex.com | +1 866.674.5238

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received. Additionally, we have been contacted by key processors of Vytex's version of natural rubber latex and manufacturers of foam products globally. Our customer base for Vytex NRL as a raw material continues to grow as its effectiveness has been proved over the recent years in many industries."

Vystar intends to provide regular public updates regarding the implementation of its business plans as milestones are met and profitability goals are achieved.

About Vystar Corporation

Based in Duluth, GA, Vystar® Corporation (OTC Pink: VYST) 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 and pillows. Vystar's Kiron Sleep Lab LLC acquisition provides an entry into the health and wellness market. For more information, visit 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.

Vystar Corporation
William Doyle
President and CEO
(866) 674-5238, x1



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