



### CES Wrap-Up: UV Flu Technologies and Vystar Corp.'s "Perfect Sleep Environment" Attracts Global Interest

**CHICAGO, IL and ATLANTA, GA, January 14, 2014 –**

- New Microbe/Germ-Killing Air Purifier
- Eco-Friendly Hypo-Allergenic Natural Rubber Latex Foam Pillow and Bedding/Cushion Material

For the first time, [UV Flu](#) Technologies (OTCBB: UVFT) and [Vystar](#) Corporation's (OTCBB: VYST) shared an international stage with the world's most innovative companies at the [Consumer Electronics Show](#) (CES) as the two companies showcased "The Perfect Sleep Environment" with Vystar's Vytex® Natural Rubber Latex (NRL) pillow and UVFT's UV-based, microbe-, spore- and germ-killing air purification system. The technologies attracted the attention of numerous new manufacturers and suppliers that have been actively seeking these solutions. Vystar and UVFT are now further exploring multiple business opportunities worldwide and have moved closer to finalizing multi-million dollar contracts with potential partners, manufacturers, suppliers and distributors.

"The global business contacts and opportunities generated at CES for both of our companies were excellent and far exceeded any previous efforts," stated Michael Ross, UVFT CEO. "We look forward to sharing details as contracts are finalized."

#### **Life-changing Air Purification Technology**

UV Flu's UV300®, which will be available to consumers by yearend 2014, will change lives by providing relief for sufferers of chronic respiratory inflammation, infections, asthma and allergies due to airborne sources. The prototype, known currently as UV-300, features new ultra-fine particulate matter filters, plus sensors and electronics that UVFT is still keeping under wraps, in addition to containing the only pure UV-based, FDA-cleared, class II medical device technology used in UVFT's [RXAir™](#) purification systems designed for hospitals and medical facilities. Unlike other air purification systems that simply circulate air over trapped particulate matter and recirculate the microbes, spores in the outflow, UVFT's patented ViraTech™ UV [technology](#) kills organic matter entering the purifier chamber and traps it, as well as trapping inorganic matter. The result is totally pure, hygienic fresh air to help maintain a healthy environment.

"The UV300 will have significant benefits for asthma and allergy sufferers and those subject to environments high in particulate matter," explained Ross. "In addition to utilizing ultraviolet (UV) light, which kills more than 99% of airborne bacteria and viruses with every pass, the new UV-300 traps minute pollen, fungi, spores and other airborne particulate matter and reduces odors from smoke, pets and volatile organic compounds (VOCs) that often cause irritation, inflammation and/or immune system reactions."



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## Perfect Sleep Environment for Better Health

Everyone deserves a good night's sleep. UVFT and Vystar, owner of Vytex NRL a multi-patented, all-natural raw material that contains significantly reduced levels of non-rubber particles and proteins found in natural rubber latex, are making sure you will sleep better and rest more comfortably by providing the ideal sleep environment from the air you breathe to the pillow you rest on.

Vystar's SleepHealth™ pillow's tight cell structure conforms to body contours, yet allows greater air flow to avoid heat and moisture build up, resist mildew, odors and dust mites while maintaining its resilience and durability over time. The all natural NRL foam employs patented processes to remove the non-rubber particles and allergen-causing latex proteins to create a superior eco-friendly, hypo-allergenic product that is whiter, lighter weight and free of the off-gassing common among competitors' memory foam products. Vystar's foam manufacturing partners, Guatemalan-based Islatex and Grupo Agroindustrial Occidente, developed a unique foam manufacturing process that provides consumers with products that have the most desirable attributes, such as superior longevity, temperature and humidity regulation, ventilation, allergy-friendly, non-toxic, and luxurious comfort.

"Many people, even those without diagnosed allergies, wake up in the morning with congestion, often as a result of exposure to irritants and allergens in both the air and their non-Vytex based bedding products, yet have noted that this congestion does not occur in test trials using our foam products while also remaining cooler though the night," noted Vystar CEO William Doyle. "The perfect sleep environment created with UVFT's air purification system and our Vytex NRL foam pillows will be further enhanced with the Vytex mattress products that we expect to launch in the coming months. Rather than fighting off germs, allergens and other irritants, your body can rest, so you wake up breathing freely and fully refreshed."

"Most of us spend more than eight hours a day in our bedrooms, so creating the perfect sleep environment is a great first step for improving our physical and mental health," remarked Ross. "We're happy to extend that far beyond the bedroom with the UVFT line of air purifiers that includes our medical-grade RXAir products, that are ideally suited for improving air quality in a wide variety of environments such as offices, healthcare facilities, schools, and industrial facilities."

Doyle added, "Many industries have been struggling to develop a product that has the natural, hypo-allergenic durability and resilience of our Vytex NRL foam product line. We expect that in the not too distant future it will be used in everything from residential and office furniture to automobiles, boats and theaters and we will all breathe easier and rest more comfortably while benefiting from Vytex foam's smaller carbon footprint."

For more information:

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## About UV Flu Technologies, Inc.

UV Flu Technologies is an innovative developer; manufacturer and distributor of biotechnology products to the rapidly growing \$7 billion dollar Indoor Air Quality ("IAQ") industry. Its ViraTech UV-400 utilizes high-intensity ultraviolet radiation (UV-C) inside a killing chamber that goes beyond filtration to destroy harmful airborne bacteria, at rates exceeding 99.2% on a first-pass basis, while also reducing the concentrations of odors, and VOCs (volatile organic compounds, such as acetone, benzene, formaldehyde, etc.). UVFT's RXAir™ products are certified as FDA Class II medical devices.



## About Vystar Corporation

Based in Duluth, GA, Vystar® Corporation (OTCBB: 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 SleepHealth and Kiron Sleep Lab LLC acquisitions provide an entry into the health and wellness market. For more information, visit [www.vytex.com](http://www.vytex.com). [www.sleephealthier.com](http://www.sleephealthier.com). [www.kironsleep.com](http://www.kironsleep.com).

## Forward Looking Statement

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 and UVFT 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 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 Companies 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 and/or UVFT have no specific intention to update these statements.

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