

VYSTAR[®] BEGINS SALES OF VYTEX[®] NRL TO THE LARGEST U.S. MANUFACTURER OF LATEX BALLOONS

Pioneer Balloon Company Incorporates Vytex[®] NRL in Premium Balloons and Commences Worldwide Distribution

ATLANTA, GA – February 24, 2011 – Vystar[®] Corporation (OTCBB: VYST), the exclusive creator of Vytex[®] Natural Rubber Latex (NRL), a multi-patented, all-natural raw material that contains significantly reduced levels of the antigenic proteins found in natural rubber latex, announces that Pioneer Balloon Company, the largest manufacturer of latex balloons in the United States, has begun production using Vytex Natural Rubber Latex in its premium line of Qualatex[®] brand balloons. Pioneer will work to increase their global market share with Vytex NRL and will be the exclusive toy balloon manufacturer using Vytex NRL.

After extensive testing trials, Pioneer concluded that balloons made with Vytex NRL possessed significant color superiority over those made with traditional natural rubber latex. As a result, Pioneer has been able to enhance its current balloon offerings to its extensive client portfolio, which includes decorators and other balloon professionals.

“Vytex NRL is a superior natural rubber latex,” commented Ted J. Vlamis, VP of Pioneer Balloon Company. “Through our testing phase, we found that Vytex NRL produced balloons with enhanced clarity and color vibrancy, which are key characteristics that our high-end customers require. We believe that the positive attributes that Vytex adds to our products will give us an advantage over competitors in the marketplace. Sales of Vytex have just begun, and we look forward to working with Vystar as we introduce balloons made with Vytex into our global distribution channel.”

William R. Doyle, President and CEO of Vystar, commented, “We are pleased to be working with the number one manufacturer of latex balloons in the nation. We are proud that in addition to improvements exhibited by balloons made from Vytex NRL, we offer a product that is environmentally friendly. As Pioneer expands its global reach, we expect greater attention to be paid to the advantages of Vytex NRL. Our distributor began shipping orders to Pioneer this quarter with plans to ramp up production as Pioneer rolls out products made with Vytex to their worldwide distribution channel.”

About Pioneer Balloon Company

Based in Wichita, Kansas, Pioneer Balloons have been making people smile for over 90 years. As the leading U.S. latex balloon manufacturer, Pioneer’s driving commitment is to total customer satisfaction, total value leadership, global market leadership and employee empowerment. Pioneer produces a wide range of balloons under the Qualatex[®] brand, known the world over for their exceptional quality, color range and support to the décor, entertainment and retail markets. For more information, visit www.qualatex.com.

About Vystar Corporation

Based in Duluth, GA, Vystar Corporation (OTC Bulletin Board: VYST.ob - News) is the exclusive creator of Vytex Natural Rubber Latex, a multi-patented, all-natural raw material that contains significantly reduced levels of antigenic 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.

Forward-looking Statements

Certain statements in this document are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act. These statements are based on management's current expectations and are subject to uncertainty and changes in circumstances. Actual results may differ materially from those included in these statements due to a variety of factors. More information about these factors is contained in Vystar's filings with the Securities and Exchange Commission.

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