

## **VYSTAR® CORPORATION APPOINTS JOANNE KEARNEY AS VICE PRESIDENT OF MARKETING**

*Company to Benefit from Kearney's Diverse Product Management and Advertising Experience*

**ATLANTA – April 7, 2011 -- [Vystar® Corporation](#)** (OTCBB:VYST), the creator of [Vytex®](#) Natural Rubber Latex (NRL), a patented, all-natural raw latex material that significantly reduces antigenic proteins and other non-rubbers found in natural rubber latex, has appointed Joanne Kearney as Vice President of Marketing.

Ms. Kearney is a marketing professional with extensive product management and agency experience across a broad variety of industries including pharmaceuticals, medical devices, and numerous consumer product categories. She has handled several marketing projects for Vystar, since she began her relationship with the Company as an independent marketing consultant.

Joanne has worked at some of the country's best-known marketing companies including Procter & Gamble, Johnson & Johnson, Coca-Cola, Kimberly-Clark and Ciba Vision. Prior to joining Vystar she worked for Solvay Pharmaceuticals on several pharmaceutical brands. Ms. Kearney was an Account Supervisor with Klemtner Advertising, a division of Saatchi & Saatchi focused on pharmaceutical promotion and advertising to health care professionals. She holds a Liberal Arts Degree in Economics from Macalester College in St. Paul, Minnesota, and a Master of Business Administration, majoring in Finance and Marketing, from the University of Chicago.

William R. Doyle, President and CEO of Vystar said, "We are delighted that Joanne has agreed to serve as our new Vice President of Marketing. Her broad and varied industry experience and extensive marketing background, gained through solid product management experience at some of the country's most prominent corporations, have made her the ideal choice to hold this position. We will fully leverage her expertise as we expand Vystar's presence, evaluate our pricing strategy within the latex industry, and forge new partnerships with manufacturers of natural rubber latex products."

Ms. Kearney said, "It is a great privilege to work with Bill and the rest of Vystar's management team. In consulting with the Company, I have gained a deep appreciation of the tremendous market potential for Vytex NRL and the benefits it provides to consumers and latex manufacturers. I look forward to my new role as Vice President of Marketing and will work to drive global awareness and product acceptance through outreach activities and synergistic programs designed to help promote Vytex NRL as an ingredient brand in key product categories."

### **About Vystar Corporation**

Based in Duluth, GA, 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 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](http://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.

**Contact:**

The Investor Relations Group  
11 Stone St. 3rd Floor  
New York, NY  
212-825-3210  
IR: Adam Holdsworth  
PR: Laura Colontrelle/Janet Vasquez

Vystar Corporation  
Jack Callicutt, Chief Financial Officer  
770-965-0383 x23