

Vystar[®] Corporation and KA Pre vulcanised Latex Pvt. Ltd. Jointly Present at the India Rubber Expo 2011 in Chennai, India

*KAPVL Introduces “No Ammonia Latex” Development Initiatives Using Vytex[®] NRL
and Large-Scale Evaluation Programs*

ATLANTA, GA – January 26, 2011 – [Vystar[®] Corporation](#) (OTCBB: VYST), the exclusive creator of Vytex[®] Natural Rubber Latex (NRL), a patented, all-natural raw material that significantly reduces antigenic proteins found in natural rubber latex, and KA Pre vulcanised Latex Pvt. Ltd. ([KAPVL](#)), part of Kurian Abraham Limited/Ooppoottil Group who is India's largest latex concentrate processor and the country's largest latex glove producer, jointly presented the benefits of Vytex NRL and ongoing development programs at the India Rubber Expo in Chennai, India on January 20, 2011. William R. Doyle, Vystar President and CEO, and Joseph John and Dr. Ranjit Matthan of KAPVL co-authored a [presentation](#) titled “Eco-Friendly Manufacturing of High Performance Latex using Ultra Low Antigenic Protein Latex” and addressed attendees at the Chennai Trade Centre in Chennai, India.

Vystar recently expanded its geographical reach by signing an exclusive three-year agreement with KAPVL to manufacture and sell Vytex NRL as KAPVL’s sole low-protein natural rubber latex in six SAARC (South Asian Association for Regional Cooperation) countries: India, Sri Lanka, Pakistan, Bangladesh, Bhutan and Nepal.

The [joint presentation](#) highlighted the benefits of Vytex NRL and performance attributes that differentiate it from standard centrifuged latex and synthetic-based products. Mr. Doyle highlighted performance advantages using Vytex NRL in specialty gloves, condoms, balloons, adhesives, foams and threads. A statistical analysis was presented for each Vytex NRL product category that showed superior characteristics such as color, odor, stretchability, environmental impact and reduced water and energy consumption. Joseph John, KAPVL’s General Manager, presented development initiatives using Vytex NRL for a “No Ammonia Latex,” which is experiencing increased demand from latex producers for specialty applications such as beauty products, body paints and theatrical masks. KAPVL scientists are conducting evaluations for environmentally safe “Vytex No Ammonia” and “Vytex No Ammonia Pre vulcanised” products for their clients and will continue to present their findings at upcoming industry conferences. To review the presentation, [CLICK HERE](#).

William R. Doyle, Vystar CEO, commented: “Our agreement with KAPVL provides Vystar with a significant growth opportunity in the SAARC region. KAPVL’s parent, the Ooppoottil Group, is the largest latex glove manufacturer in the region with a portfolio of diversified latex products, and they are determined to “Go Green” and introduce environmentally safe products into the market using Vytex NRL.”

Mr. Doyle concluded: “KAPVL also has an evaluation underway for ‘No Ammonia Latex’ products, and we are confident that their team of tenured scientists will bring innovation in this area. Our presentation at the India Rubber Expo brought further

attention to our relationship with KAPVL and the benefits of products using Vytex NRL, and we look forward to moving forward with development initiatives and launching environmentally safe products in the SAARC region.”

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.

About KA Prevulcanised Latex Pvt. Ltd.

KA Prevulcanised Latex Pvt. Ltd., headquartered in Nagercoil, Tamil Nadu, India, is part of Kurian Abraham Limited/Ooppoottil Group which is India's largest latex concentrate processor and the country's largest latex glove producer. Kurian Abraham Limited/Ooppoottil Group has two latex manufacturing facilities in Nagercoil and one in Thodupuzha, Kerala and is fully integrated with rubber plantation holdings within the states of Tamil Nadu and Kerala. The company's latex, sold under the KA Latex brand, not only has a significant share in the Indian market but is also exported to countries across the world such as the US, Europe, South America, Turkey and Sri Lanka.

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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