

## **VYSTAR® CORPORATION SPOTLIGHTS ADVANTAGES OF VYTEX® NRL AT THE 13<sup>TH</sup> ANNUAL INTERNATIONAL LATEX CONFERENCE**

*Technical Paper Highlights the Need to Increase Product Innovation While Driving  
Down Cost and How Vytex Leads to Strong Niche Market Advances*

**ATLANTA, GA – July XX, 2011** –Vystar® Corporation (OTCBB: VYST), creators of Vytex® Natural Rubber Latex (NRL), a patented, all-natural raw material that significantly reduces antigenic proteins and other non-rubber particles found in natural rubber latex, will present a technical paper at the 13<sup>th</sup> International Latex Conference (ILC) on July 27, 2011 titled “Further Development of Vytex® Natural Rubber Latex Leads to Strong Niche Market Advances.” Matt Clark, Vystar’s Vice President of Technical Sales, will address attendees at the ILC, and will present with leaders in the latex industry such as R. T. Vanderbilt Co. Inc., Kraton Innovation Center, BASF, and distinguished chemistry education centers such as Penn State University and The Ohio State University.

The paper notes that Vytex NRL has proven to be a versatile material offering numerous advantages across a broad variety of applications. Vytex is currently used in the production of finished goods from high-end jewel tone balloons that are brighter and retain air better, to low-odor foams for pillows and mattresses, low-protein adhesives with superior adhesion properties, and condoms and gloves that have received FDA 510(k) clearance. The low non-rubber properties comply with the new ASTM D1076-10 category 5 classification, and as a result of the cleaner material properties, use of Vytex NRL can help dipped goods producers increase their product quality as well as reduce water and energy consumption by eliminating the need for additional leaching steps to reduce protein levels. To read the paper in its entirety, please visit the following link:

<http://bit.ly/riQyQ0>

Bill Doyle, Chairman and Chief Executive Officer, commented: “This presentation highlights Vytex’s proven versatility and numerous advantages across a broad range of applications. Our goal through giving these presentations is to educate our peers on the unique characteristics of Vytex and how our specific research and development of specialized versions of this unique raw material can help our customers meet their product diversification challenges while reducing production costs. The International Latex Conference provides a strong platform to present the latest in latex technology, and we are pleased to be presenting among the foremost thought leaders in the industry. I would also like to make a special acknowledgement of Travis Honeycutt, our founder and inventor of Vytex NRL, who co-authored this paper and continues to work with Vystar on special projects.”

### **About Vystar Corporation**

Based in Duluth, GA, Vystar ® Corporation (OTC Bulletin Board: 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 antigenic proteins and

other non-rubber particles 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. Furthermore, the proposed merger discussed herein may not be completed. 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