



VYSTAR[®] CORPORATION ANNOUNCES DATE OF ANNUAL MEETING OF SHAREHOLDERS AND RECORD DATE

ATLANTA, March 18, 2010 - Vystar[®] Corporation (OTC BB: 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, announces that its Board of Directors has set the Company's annual meeting of shareholders for May 10, 2010, at 10:00 a.m., Eastern Time, at the Atlanta Marriott Gwinnett Place Hotel, 1775 Pleasant Hill Road, Duluth, GA. The company has set April 2, 2010 as the record date for those eligible to receive notice of and to vote at such meeting.

About Vystar Corporation

Based in Duluth, GA, Vystar Corporation (OTC BB: VYST) is 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 can be used in over 40,000 products. The company introduced its first product made with Vytex NRL, the Envy[™] Ultra Thin condom, which is manufactured by Alatech Healthcare LLC of Eufaula, Alabama. This product gives the consumer firsthand experience with the remarkable benefits of Vytex NRL. In addition to the condom market, Vystar is working with manufacturers across a broad range of consumer and medical products to bring Vytex NRL to market in adhesives, foams, surgical and exam gloves, other medical devices and natural rubber latex foam mattresses, pillows and sponges. For more information, visit www.vytex.com.

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