

VYSTAR CORPORATION ENGAGES THE INVESTOR RELATIONS GROUP

Active Investor and Media Outreach to Build Company Awareness

ATLANTA – February 2, 2010 – Vystar® Corporation (OTCBB:VYST), the creator of Vytex® Natural Rubber Latex (NRL), a patented, all-natural raw material that significantly reduces antigenic proteins found in natural rubber latex, has engaged The Investor Relations Group (“IRG”), a thirteen-year-old, award-winning, corporate communications firm based in New York City, to serve as its investor relations and public relations agency.

IRG’s investor relations team will target specific portfolio managers and equity analysts in the global investment community to increase awareness of Vystar’s natural rubber latex product, Vytex NRL. Concurrent with that effort, the public relations team will initiate an outreach campaign targeting editors, writers, and segment producers of local and national trade and consumer online, print, radio, and broadcast media outlets worldwide.

“Vystar has aggressive plans for 2010, and we are confident that IRG will have a great story to tell to the investment community and the media at large,” commented Bill Doyle, Chairman and Chief Executive Officer. “We are proud that Vytex NRL has been approved in its first commercial product, the Envy™ Ultra Thin condom, with labeling allowed by the FDA that indicates a level of antigenic protein of less than two micrograms/dm². Additionally, we have several companies evaluating Vytex NRL for use in their products, including various adhesive applications, foam mattresses and pillows, balloons and gloves. We look forward to working with IRG as we achieve our objectives and will update the investment community as we move ahead.”

IRG’s corporate communications program includes new media and multimedia initiatives that involve the creation of broadcast-ready corporate videos, podcasts, and the creation of social networking, video service, and micro-blogging accounts. The Investor Relations Group was recently honored with a “Stevie Award” for Investor Relations Program of the Year and named a finalist in the Best Media Website category from the 2009 American Business Awards.

About Vystar Corporation

Based in Duluth, Ga., Vystar Corporation (OTC BB: VYST.OB) is the creator of Vytex® Natural Rubber Latex (NRL), a patented, all-natural raw material that significantly reduces antigenic proteins found in the over 40,000 products made with natural rubber latex and that are believed to cause latex allergies. The first product made with Vytex® NRL, the Envy™ Ultra Thin condom, which is manufactured by Alatech Healthcare LLC of Eufaula, Alabama, was introduced to the US market in 2009. This product gives the consumer first-hand 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, surgical and exam gloves, and natural rubber latex foam mattresses, pillows and sponges. For more information, visit www.vytex.com.

About The Investor Relations Group, Inc.

The Investor Relations Group, Inc. (IRG) offers a full-service corporate communications program designed to suit the many unique needs of Alternative Public Offering (APO) companies. The program utilizes a proprietary, targeted approach to reach institutional investors, analysts, and the media-at-large. For further information, please visit the company's website at <http://www.investorrelationsgroup.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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