

Kent Elastomer Adds Vytex[®] Low Protein Natural Rubber Latex (NRL) to Product Offering

KENT, OH – August 24, 2010 -- Kent Elastomer Products, the world's leading manufacturer of dipped natural rubber latex tubing, today announced that it has added [Vystar[®] Corporation's](#) (OTC Bulletin Board: VYST.OB - News) Vytex[®] Low Protein Natural Rubber Latex ("Vytex NRL") to its Dip Molded product line.

For those customers who require a very low protein product but still wish to retain the benefits associated with Natural Rubber Latex, Vytex NRL will be an appropriate choice. Vytex NRL includes excellent liquid barrier protection, tactile sensitivity, elasticity, strength and comfort all while retaining the positive characteristics of natural rubber latex. The product has virtually undetectable levels of the antigenic proteins as measured by today's standard protein tests.

Cindy Harry, Director of Sales and Marketing of Kent Elastomer Products, stated, "Our standard Natural Rubber Latex formula is suitable for most of our customers, but for customers whose application requires a low protein formula, Vytex NRL will be a valuable addition to our line of Dip Molded products."

William Doyle, President and CEO of Vystar Corporation, said, "We have been working with Kent Elastomer Products through several trials testing Vytex NRL. Based on their success, we are pleased that they have chosen to incorporate Vytex NRL into their extensive Dip Molded product line. Kent's custom-engineered OEM components, used by many of the world's leading manufacturers, are known for their high quality."

Vytex Natural Rubber Latex (NRL) is an eco-friendly natural rubber latex material. The product is produced through a novel, multi-patented process owned by Vystar Corporation.

About Kent Elastomer Products

Kent Elastomer Products has been providing solutions to tubing problems for 50 years and is the industry leader in the manufacture of precision-engineered low durometer tubing products. Kent Elastomer's products are used in a variety of markets including medical, sports/toys and food/beverage. Kent Elastomer extrudes TPE, PVC, and custom compounds in an infinite variety of tubing sizes and manufactures Free-BandR, the preferred non-latex tourniquet.

Kent is the largest manufacturer of dipped natural rubber latex tubing, offering a wide variety of sizes and colors. Kent also manufactures an array of dip molded products produced in both natural rubber and non-latex compounds.

About Vystar Corporation

Based in Duluth, GA, Vystar Corporation (OTC Bulletin Board:VYST.ob - News) is the exclusive creator of Vytex Natural Rubber Latex, a multi-patented, all-natural raw material that contains significantly reduced levels of antigenic proteins found in natural rubber latex 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.

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