

Richter Rubber Technology Selects Vystar Corporation's Vytex® Natural Rubber Latex (NRL) For Products to Launch This Year

Pioneer Condom Manufacturer to Introduce New Line of Condoms and Ultrasound Probe Covers "Made With Vytex NRL"

ATLANTA –November 16, 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, announces that condom manufacturer, [Richter Rubber Technology](#) (RRT), Sdn. Bhd., Malaysia, will launch two new product lines: Vytex NRL condoms and ultrasound probe covers.

The line of Viva condoms and probe covers made with Vytex NRL is expected to be commercially available by the end of the year through Richter Rubber's established distribution channels and retail outlets. Richter Rubber will announce the launch and showcase the new line of products at MEDICA 2010, The 42nd World Forum for Medicine/ International Trade Fair, in Düsseldorf, Germany from November 17 to 20. MEDICA is the world's largest medical trade show, attracting over 138,000 attendees in 2009.

With over 85 years of manufacturing expertise, Richter Rubber markets its own "Viva" line of condoms throughout Europe and provides contract manufacturing for those manufacturers seeking preferred German quality combined with the competitive advantages of Malaysian manufacturing. The Vytex NRL probe covers, which are structurally identical to condoms, are designed to protect both the patient and the equipment when ultrasound procedures are being performed.

"Our condoms and probe covers made with Vytex NRL will provide our customers with the best protective material, natural rubber latex, enhanced by the performance benefits of Vytex NRL, with virtually undetectable levels of antigenic proteins." says Klaus Richter, President, Richter Rubber Technology. Mr. Klaus continues: "The condom and probe cover markets are highly competitive and require continual innovation to retain and grow share. We are confident that Vytex NRL will provide us with this competitive advantage."

William Doyle, Vystar's President and CEO, says "We are pleased to see the adoption of Vytex NRL and look forward to working with Richter Rubber on their new lines of condoms and ultrasound probe covers. Richter Rubber represents high quality and innovation from a long tenured condom manufacturer in the industry. Vytex NRL is well positioned for the condom market where natural rubber latex remains the consumer's material of choice. With Vytex NRL there is no trade off for fit, comfort, and sensitivity in condoms."

About Richter Rubber Technology, Sdn. Bhd.

Richter Rubber Technology (RRT), headquartered in Kedah Darul Aman, Malaysia, is a pioneer in the condom industry with over 85 years in the manufacturing of own-brand and third party branded condoms. Richter Rubber Technology was the developer of the first automatic latex condom dipping line in Germany. Its own brand, "Viva", is a well known brand sold throughout Europe and is known for its specialty line to meet the growing demand of consumers worldwide. Richter Rubber production facilities are ISO-

9001-2000 Certified and RRT holds CE (Europe) Certification, EN (Europe), ISO (International), and U.S. FDA 510(k) market clearance for their condom line. For more information, visit www.richterrubber.com.

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.

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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