



VYSTAR® CORPORATION CEO TO PRESENT PAPER AT INTERNATIONAL LATEX INDUSTRY CONFERENCE

William R. Doyle to Discuss Economic Benefits of Vytex® Natural Rubber Latex Production

ATLANTA, GA – March 17, 2010 – William R. Doyle, President and CEO of Vystar® Corporation (OTCBB: 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, will present a paper at the Smithers Rapra's Sixth International Latex & Synthetic Polymer Dispersions Conference in Amsterdam, The Netherlands, on Wednesday, March 24th.

Mr. Doyle will present Vystar's seventh technical paper, titled "Balancing Material Acquisition and Production Costs: Quantifying the True Cost of Natural Rubber Latex," during a conference session devoted to manufacturing.

The conference provides a unique opportunity for leaders in the field of latex, polymer dispersions and emulsion polymerization to meet each other, to debate the issues at the heart of the industry, and to discuss the latest market, technology and materials news. Topics include new materials, application methods, latex-based products, standards and regulatory requirements, materials testing, quality control and market trends. The conference also allows attendees to hear novel and original technical papers on the latest research and development in the rubber and allied industries.

Mr. Doyle commented: "As Vystar grows, we expect to play an ever-larger part in forging the innovations that will shape the future of the natural rubber latex market. This conference gives us the opportunity to make our voices heard in an industry-wide setting. By setting forth in a paper the specific economic advantages of using Vytex® Natural Rubber Latex in both standard and synthetic product applications, we advance both our own business interests and that of the market as a whole."

About Vystar Corporation

Based in Duluth, GA, Vystar Corporation (OTCBB: 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.

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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