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Gold Bond to Be First Mattress Manufacturer to Feature Innovative Vytex Natural Latex in Its Products

HARTFORD, CT and BOSTON, MA and ATLANTA, GA--(Marketwired - Mar 4, 2015) -

Leading independent mattress manufacturer Gold Bond has formed a strategic alliance with Nature's Home Solutions, to produce the world's first all-natural rubber latex (NRL) mattress free of allergy-causing latex proteins and non-rubber particles using [Vystar Corporation's](#) (OTC PINK: [VYST](#)) [Vytex](#)® NRL. The new mattress collection will mark the first time Vytex will be featured in a mattress and will be introduced to the home furnishings industry at the April 2015 High Point Market.

Nature's Home Solutions, the exclusive U.S. distributor of Vytex NRL foam, is a new distribution company devoted to identifying and bringing to market innovative, sustainably sourced eco-friendly materials and technologies for use in the furnishings and other markets. Recently retailers have seen an increase in the demand for natural products that reduce chemicals in homes and everyday life. Vytex was developed as an alternative material to petroleum-based synthetics and traditional, natural rubber latex and is currently used in consumer and medical products including adhesives, balloons, surgical and exam gloves, and now home goods.

"I am incredibly excited and honored that our company has been chosen to be the first bedding manufacturer to introduce this product. Latex is a fast growing category and the innovation in the Vytex product is just stunning. We believe it will be a major part of our portfolio in the near term," said Gold Bond President Robert Naboicheck. "This is a great opportunity for us and we are thrilled to play a large role in an industry first."

"Gold Bond has been an innovator in the bedding industry for decades and it is so exciting to see them embrace Vytex so they can continue to lead the industry by delivering bedding options to consumers that are sustainable, natural and healthier for both consumers and the environment," stated Tom Eisenberg, President of Nature's Home Solutions.

Vytex NRL is the only NRL where the proteins and non-rubbers have been physically removed from the raw material, maintaining the positive physical attributes and sustainable properties of NRL, with little to none of the allergy- and odor-causing proteins of other non-rubbers. Totally sustainable and eco-friendly, Vytex is the only NRL that originates from Rainforest Alliance Certified farms/forests and offers Forestry Stewardship Council (FSC) Chain-of-Custody certification that traces the path of products from forests through the supply chain, verifying that FSC-certified material is identified or kept separated from non-certified material throughout the chain.

About Gold Bond

Founded in 1899, Gold Bond is one of the nation's largest family-operated independent mattress, specialty sleep and futon manufacturers. The company is a leader in mattress manufacturing

techniques and more than a century of experience bring product innovations, high manufacturing standards and executive leadership to the industry. Handcrafted in Connecticut with the majority of the raw material made in America, Gold Bond products incorporate the latest comfort technologies in their futons and mattresses, such as Talalay Latex, encased coils and visco-elastic memory foam. Gold Bond currently ships to 40 states and five countries, and its products are available at more than 500 retail showrooms. For more information, visit www.goldbondmattress.com.

About Nature's Home Solutions

Nature's Home Solutions, LLC is a Boston-based distribution company devoted to identifying and bringing to market innovative, sustainably sourced, eco-friendly materials and components for use in the furnishings, apparel and other markets.

About Vystar Corporation

Based in Duluth, GA, Vystar® Corporation (OTC PINK: [VYST](http://www.vytex.com)) is the exclusive creator of Vytex Natural Rubber Latex (NRL), a multi-patented, all-natural, raw material that contains significantly reduced levels of the 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 and pillows. Vystar's Kiron Sleep Lab LLC acquisition provides an entry into the health and wellness market. For more information, visit www.vytex.com.

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