

Investor Contact:

Strategic Universal Advisors, LLC
Stan Altschuler
212-838-1510

Vystar Corporation

Joanne Kearney, Vice President of Marketing
770-965-0383 x 21

Beacon Sales and Business Solutions

J. Tedd Smith, Partner (tsmith@vytex.com)
Steve McGee, Partner (smcgee@vytex.com)

***Vystar[®] Corporation to Enter Home Textiles with Vytex[®] Natural Rubber Latex
Branded Foam Products***

ATLANTA, February 21, 2012 – Vystar Corporation (OTCBB: VYST), the creator of Vytex[®] Natural Rubber Latex (NRL), has announced an agreement with two long time textile industry veterans to launch the Vytex brand into the home textile industry. Vytex NRL is a patented, all-natural raw material that significantly reduces the protein allergens and other non-rubber particles found in natural rubber latex.

“Foam produced with Vytex NRL is naturally whiter, virtually odor free and very resilient. Vytex NRL is produced from a 100% renewable resource, the *Hevea brasiliensis* tree, is environmentally safe, and biodegradable,” says William Doyle, President and CEO of Vystar Corporation. “Vytex NRL is currently being used in a broad range of products and we are excited to enter the home textile products market. Unlike what is commonly called ‘latex’ in the foam industry, using Vytex NRL creates a 100% All Natural Rubber Latex foam and is not blended with any synthetic, petroleum based substrate. When customers are looking for a bedding product that is truly natural, Vytex NRL Foam meets that criterion.”

Doyle further commented, “We are delighted to have an agreement with Beacon Sales and Business Solutions’ managing partners, Steve McGee and Tedd Smith, to oversee our entry into the marketplace. We are confident that our joint efforts will result in significant expansion of the Vytex NRL brand into the natural rubber latex pillow and foam mattress markets.”

Beacon Sales & Business Solutions Managing Partners, Steve McGee and Tedd Smith bring over 60 years of experience in the textile industry. Steve McGee served as VP of Sales for both Thomaston Mills and WestPoint Stevens, while Tedd Smith has a long history with Cannon, Owen, Beacon Blankets and International Home Fashions. “It is really exciting to find such a solution oriented product that can be used in home textiles. We are pleased to have the opportunity to help Vystar launch their unique technology into foam pillow products as well as explore possible new product offerings using Vytex NRL in various home textile products,” says Smith.

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 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, pillows and sponges. For more information, visit www.vytex.com.

Forward-looking Statements: Investors are cautioned that certain statements contained in this document as well as some statements in periodic press releases and some oral statements of VYST officials are "Forward-Looking Statements" within the meaning of the Private Securities Litigation Reform Act of 1995 (the "Act"). Forward-looking statements include statements which are predictive in nature, which depend upon or refer to future events or conditions, which include words such as "believes," "anticipates," "intends," "plans," "expects," and similar expressions. In addition, any statements concerning future financial performance (including future revenues, earnings or growth rates), ongoing business strategies or prospects, and possible future VYST actions, which may be provided by management, are also forward-looking statements as defined by the Act. Forward-looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance, or achievements expressed or implied by such forward-looking statements and to vary significantly from reporting period to reporting period. Although management believes that the assumptions made and expectations reflected in the forward-looking statements are reasonable, there is no assurance that the underlying assumptions will, in fact, prove to be correct or that actual future results will not be different from the expectations expressed in this report. These statements are not guarantees of future performance and VYST has no specific intention to update these statements.