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NEWS RELEASE

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Vystar Corporation Signs Key Agreement with Centrotech Minerals & Metals, Inc. and Centrotech Deutschland, GmbH, to Distribute Vytex™ NRL *Atlanta biotech company increases distribution of natural rubber latex*

ATLANTA – Jan. 15, 2009 – Vystar Corp. announces it has signed an agreement with Centrotech Minerals and Metals, Inc. and Centrotech Deutschland, GmbH, major distributors of latex and rubber products, to distribute Vytex™ Natural Rubber Latex (NRL), to manufacturers worldwide. Vytex NRL is a patented specialty chemical that virtually eliminates allergy-causing proteins found in latex. It can be applied to 40,000 products that contain latex.

Vystar is working with more than 40 global manufacturers to conduct trials where Vytex NRL is substituted for traditional latex or synthetic alternatives in exam and surgical gloves, condoms, foams/bedding products, bandages, adhesives and coatings.

As a strategic partner, Centrotech will market and sell Vytex NRL to manufacturers worldwide using its vast distribution network. Through its comprehensive product offering and broad market knowledge, Centrotech focuses on exceptional customer service and customizing various natural rubber and latex polymer options that fit customers' particular needs.

Bill Doyle, president and CEO of Vystar Corp., said, "We are fortunate to be working with Centrotech, the global leader in distributing latex to manufacturers of all sizes across a broad scope of industries. This strategic alliance will help us bring multiple versions of Vytex NRL to the worldwide markets, offering the superior benefits of natural rubber latex without the proteins that can lead to allergies in millions of people."

Vystar expects the industry to introduce the first products containing Vytex NRL this spring including condoms, exam gloves, and cold seal adhesives used in food packaging, with others to follow later in the year.

Centrotech is excited to partner with an innovative company like Vystar and add its breakthrough product, Vytex NRL, to Centrotech's product portfolio. The distributor will leverage its collective technical and supply chain expertise to effectively market and transport Vytex NRL to manufacturing plants around the world.

About Vystar Corporation

Based in Duluth, Ga., Vystar Corporation is a privately-held biotechnology company and the exclusive creator of Vytex™ Natural Rubber Latex (NRL), a patented specialty chemical that

significantly reduces antigenic proteins found in natural latex. Vystar holds two U.S. patents and multiple international patent filings for Vytex™ NRL technology, with two additional filings pending. In 2007, Vystar was named a Top 10 Innovative Technology Company in Georgia by the Technology Association of Georgia (TAG). For more information, visit www.vytex.com.

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About Centrotrade

CENTROTRADE MINERALS & METALS, Inc. dba Centrotrade Rubber USA, Inc. is a global distributor of latex and rubber products. Centrotrade Rubber USA handles Rubber, Latex, REVERTEX®, and Chemicals throughout North America. With headquarters in Chesapeake, Va. and representation in Akron, Ohio and Greenville, S.C., the company counts on many years of polymer expertise. Based in Eschborn, Germany, CENTROTRADE DEUTSCHLAND GmbH controls Centrotrade's entire rubber and latex operation. For more information, visit <http://www.centrotrade.net/>

Forward-looking Statements: Certain matters discussed in this press release are “forward-looking statements.” These forward-looking statements can generally be identified as such because the context of the statement will include words, such as Vystar Corporation “expects,” “should,” “believes,” “anticipates” or words of similar import. Similarly, statements that describe Vystar’s future plans, objectives or goals are also forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties, including the financial performance of Vystar as appropriate, which could cause actual results to differ materially from those currently anticipated. Although Vystar believes the expectations reflected in any forward-looking statements are based on reasonable assumptions, they cannot give any assurance that their expectations will be attained. Shareholders, potential investors and other readers are urged to consider these factors carefully in evaluating any forward-looking statements. Certain factors could cause results and conditions to differ materially from those projected in these forward-looking statements, and some of these factors are discussed. These factors are not exhaustive. New factors, risks and uncertainties may emerge from time to time that may affect the forward-looking statements made herein. These forward-looking statements are only made as of the date of this press release and Vystar does not undertake any obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

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