



**For more information**

**contact:**

Vystar Corporation  
Betty Orsey  
(404) 888-1700 x2004  
borsej@pointbagency.com

TAG  
William Marks  
(404) 510-9347  
[bmmarks@markspartners.com](mailto:bmmarks@markspartners.com)

**FOR IMMEDIATE RELEASE**

**VYSTAR NAMED A "TOP 10 INNOVATIVE GEORGIA TECHNOLOGY COMPANY"**

**ATLANTA (February 28, 2007)** – Today Vystar Corporation, makers of Vytex™, a new natural rubber latex (NRL) with antigenic protein levels so low as to be "undetectable," was named a Top 10 Innovative Technology Company in Georgia by the Technology Association of Georgia (TAG).

"Our congratulations to Vystar for making this year's Top 10 list," said Tino Mantella, president of TAG. "Nearly 100 companies applied this year, the highest in the history of the Top 40 program." The TAG Top 10 are chosen based on degree of innovation; scope and financial impact of innovation; likelihood of success; and promotion of Georgia's innovative efforts nationally and internationally. As a Top 10 winner, Vystar President William Doyle spoke today before nearly 800 of the state's technology leaders at the annual Georgia Technology Summit.

"At Vystar, we have taken a universal problem and solved it in Georgia," Doyle said. "We have developed Vytex NRL that virtually eliminates the possibility of an allergic reaction. Conceivably, this means that people everywhere will soon be able to use products manufactured from Vytex NRL without fear of developing latex allergy. We are honored to have our efforts recognized by the Technology Association of Georgia."

Vytex NRL is expected to be introduced in manufactured products later this year. Among the groups considering the benefits of Vytex NRL are the healthcare industry and makers of adhesives, mattresses, elastic threads and dozens of other consumer products.

**About Vystar:** Vystar Corporation is a privately funded corporation located in the Atlanta area. The company's operations have been focused substantially on early-stage research, development, testing and commercialization of the Vytex process. Vystar holds two U.S. patents for the Vytex™ technology, with additional filings pending. For more information, please visit [www.vytex.com](http://www.vytex.com).

**About TAG:** The Technology Association of Georgia (TAG) is a non-profit organization whose mission is to support its 2,800 members from more than 1,500 Georgia companies by generating opportunities for personal, professional and business growth. By forging strategic alliances, TAG serves as a primary catalyst to foster a rich environment for economic development in Georgia's technology community. For more information on the Summit visit [www.tagonline.org](http://www.tagonline.org), email [info@tagonline.org](mailto:info@tagonline.org) or call (404) 817-3333.

