

## **VYSTAR® CORPORATION CEO, BILL DOYLE, INTERVIEWED ON CANADA'S BUSINESS NEWS NETWORK (BNN)**

*Interview Highlights the Benefits of Vytex® Natural Rubber Latex, the Evolution of the Product, and the Company's Competitive Advantage in the \$3 Billion Natural Rubber Latex Market*

ATLANTA, May 27, 2010 (BUSINESS WIRE) – Bill Doyle, President and CEO of Vystar® Corporation, (OTC Bulletin Board: VYST.OB), the exclusive creator of Vytex® Natural Rubber Latex, a multi-patented, all-natural raw material that contains significantly reduced levels of the antigenic proteins found in natural rubber latex (NRL) was featured in an interview on Canada's Business News Network (BNN) "SqueezePlay" program.

The interview, titled “Eco-Friendly Second Skin,” was hosted by anchors Andrea Mandel-Campbell and Rudyard Griffiths, and covered the history of Vystar, the benefits of Vytex NRL, and the market potential with the seven different industries targeted for Vytex NRL. Vytex NRL has been shown to reduce manufacturing costs for various industries, for example foams and dipped products such as surgical gloves and balloons.

Mr. Doyle, commenting on the evolution of Vytex NRL, responded that “Vytex is the culmination of years of research resulting in a very good natural rubber latex product that maintains all of the good properties of latex such as barrier protection and elasticity, and yet, we have been able to remove the proteins that cause some people to have allergies.”

He went on to state “The potential market size is huge, just as a raw material. It is a \$3 billion market selling to the companies who produce gloves, condoms, catheters, etc.”

When asked about the first commercial product to use Vytex NRL, the Envy™ condom that received FDA 510(k) clearance in 2009, Mr. Doyle responded “My business plan is to not just focus on condoms; latex is in 40,000 different products. We are focused in on foams; there is no odor to a Vytex foam. We are focused in on adhesives due to better tack, and since we have removed the extraneous products from the latex, producers do not have to clean their spray heads as much so their manufacturing is better ... we also have a focus on exam gloves, surgical gloves, condoms, and we are beginning with threads.”

To watch the segment with Mr. Doyle online, please [CLICK HERE](http://watch.bnn.ca/squeezeplay/may-2010/squeezeplay-may-25-2010/#clip305835), or visit:  
<http://watch.bnn.ca/squeezeplay/may-2010/squeezeplay-may-25-2010/#clip305835>

[READ MORE](#) about the benefits of Vytex NRL and its positive impact on manufacturing costs and the environment at [www.vytex.com](http://www.vytex.com).

### **About Business News Network (BNN)**

Business News Network (BNN) is Canada's only business and financial news network, and is currently available in about 4.5 million Canadian homes. Its editorial team features business journalists, entrepreneurs and financial professionals that deliver up-to-the-minute business news, commentary and interviews with leading business newsmakers.

### **About Vystar Corporation**

Based in Duluth, GA, Vystar Corporation® (OTC Bulletin Board:VYST.ob - News) is the exclusive creator of Vytex Natural Rubber Latex, a multi-patented, all-natural raw material that contains significantly reduced levels of antigenic proteins found in natural rubber latex

and can be used in over 40,000 products. 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](http://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.

### **Contact:**

The Investor Relations Group  
11 Stone St. 3rd Floor  
New York, NY  
212-825-3210  
IR: Adam Holdsworth  
or  
PR: Laura Colontrelle/Janet Vasquez  
Vystar Corporation  
Jack Callicutt, Chief Financial Officer  
770-965-0383