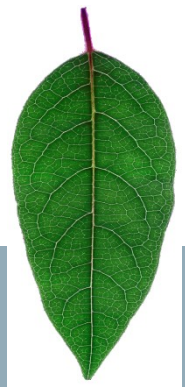


Press Release

VYSTAR[®]
CORPORATION



Vystar[®] Corporation and Brightway Holdings Announce Successful Trials Completion

Companies Announce Global Launch of the First Exam Glove “Made with Vytex”

ATLANTA, GA – August 10, 2010 -- Vystar[®] Corporation (OTC Bulletin Board:VYST.OB), the exclusive creator of Vytex[®] Natural Rubber Latex (NRL), an eco-friendly patented all-natural raw material that contains significantly reduced levels of antigenic proteins and other non-rubber properties commonly found in natural rubber latex and Brightway Holdings SDN BHD Malaysia, today announced the successful culmination of their Vytex NRL material-use evaluation trials. Conducted at Biopro, one of Brightway’s glove manufacturing facilities in Malaysia, the results pave the way for the manufacture and market introduction of the first exam glove bearing the “Made with Vytex” mark.

William R. Doyle, President and CEO Vystar Corporation, commented, “We are clearly pleased with the successful results of these trials. Brightway Holdings represents one of the world’s largest and most respected specialty glove manufacturers. Given Vytex-based gloves superior barrier protection, tactile sensitivity, comfort and strength, all while being 100% eco-friendly, we are confident that our joint efforts have the potential to both complement and support Brightway’s large distribution network in securing greater market share. We expect to help Brightway further leverage this relationship by providing them additional support in the form of Vystar’s Professional Support Services. This project marks the commencement of what we expect to be a mutually beneficial relationship while also laying the groundwork for further development projects.”

G. Baskaran, Managing Director Brightway Holdings, stated, “Brightway has been motivated and working to bring a premium natural rubber latex into our global exam glove market opportunities, as well as specific lines of gloves for the United States. The U.S market alone consumes over 24 billion gloves each year. Implementing Vytex NRL as a manufacturing material for our exam glove lines will allow us to achieve this goal while keeping the desired properties of latex.” Brightway Holdings SDN BHD started operations in 1991 with two glove lines. Today they produce with 41 glove lines which are marketed and sold in the exam, surgical and industrial glove markets globally.

The global market for exam gloves world-wide uses more than 400,000 metric tonnes of natural rubber latex raw material a year. Vystar Corporation and Brightway Holdings have agreed to go into production with the Vytex NRL –based glove immediately and concurrently start targeted distribution.

About Vystar Corporation

Based in Duluth, GA, Vystar Corporation[®] (OTC Bulletin Board:VYST.OB - News) is the exclusive creator of Vytex Natural Rubber Latex (NRL), a patented, all-natural raw material that significantly reduces 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.



3235 Satellite Boulevard, Building 400, Suite 290, Duluth, GA USA 30096
vytex.com info@vytex.com +1 770.965.0383

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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