

VYSTAR[®] CORPORATION TO BE SPOTLIGHTED IN THREE PUBLICATIONS DURING MONTH OF AUGUST

CEO William Doyle Discusses Company Products and Goals in Adhesives & Sealants Industry, The Suit Magazine, and Bnet.com

ATLANTA, GA – August 17, 2010 – Vystar[®] Corporation (OTCBB:VYST), the exclusive creator of Vytex[®] Natural Rubber Latex (NRL), a multi-patented, all-natural raw material that contains significantly reduced levels of the antigenic proteins found in natural rubber latex, will be spotlighted in three publications during the month of August: [*Adhesives & Sealants Industry*](#), [*The Suit Magazine*](#), and [Bnet.com](#).

In the August 2010 print and online editions of *Adhesives & Sealants Industry*, president and CEO William R. Doyle contributes an article titled “A Latex Alternative.” In the article, Doyle describes how an ultra-low-protein variant of natural rubber latex -, such as Vytex NRL, can be created via a multi-patented process of adding aluminum hydroxide to NRL while it is still in liquid form. This variant retains all of the advantages of natural latex while reducing the potential for developing allergic reactions to the proteins in NRL. As Doyle explains, the new material is also greener compared to commonly used synthetic alternatives, and exhibits superior properties compared to NRL.

In the August 2010 edition of *The Suit Magazine*, staff writer Rachel Cerrone contributes an article titled “Rubber Investor William Doyle Discovers Safer Alternative to Generic Natural Latex.” In the article, Cerrone lets Mr. Doyle explain the advantages of Vytex NRL, describing how it improves upon natural rubber -latex in ways that benefit the consumer. Noting that demand for latex has soared over the previous 10 months, Doyle believes that the unique qualities of Vytex will drive demand for the product.

In an article dated August 6, 2010 on Bnet.com, titled “Think You’re Ready for Mass Production? Yeah, So Did We,” Mr. Doyle outlines some of the challenges faced by Vystar as it has grown. These have included ramping up production of Vytex on a sufficiently large scale in order to provide samples of the material to companies who were interesting in potentially adopting it for their own use; and, later on, organizing an effective marketing strategy to make the specific advantages of Vytex better known.

Mr. Doyle remarked: “As Vystar continues to grow, we welcome media attention that focuses on what we have to offer the latex market. We believe our Vytex Natural Rubber Latex ushers in a better performing, more environmentally friendly alternative to traditional latex manufacturing and petroleum-based synthetics.”

To read the Adhesives & Sealants Industry article, please visit:
www.adhesivesmag.com/Articles/Feature_Article/BNP_GUID_9-5-2006_A_1000000000000871227

To read The Suit Magazine article, please visit:

<http://bit.ly/cuh6AJ>

To read the Bnet.com, please visit:

http://www.bnet.com/blog/smb/scaling-up-how-we-did-it/1741?tag=mantle_skin;content

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 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

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 x23