

FOR IMMEDIATE RELEASE

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VYTEX™ NATURAL RUBBER LATEX EVALUATION TRIALS

BEGIN AT LEADING MANUFACTURERS

ATLANTA, GEORGIA (March 12) – Vystar Corporation announced today that leading manufacturers from the medical, industrial, consumer and foam industries have signed agreements to begin evaluation trials on Vytex™ Natural Rubber Latex (NRL).

Vytex NRL has been chemically modified to reduce the allergenic properties commonly found in traditional NRL. Published data indicate that up to 6 percent of the general public and 18 percent of health care workers have some level of latex allergy.

Vystar began shipping Vytex NRL in late February to leading surgical and exam glove, condom, sponge, medical device and mattress manufacturers in the Americas, Europe and Asia.

“There is truly global interest in Vytex NRL,” Vystar President and Chief Operating Officer William R. Doyle, said. “Vytex NRL has been in development since 2002. Last year we completed months of successful production trials at a top Malaysian latex processing plant where we consistently demonstrated repeatable results run after run. These production runs yielded a commercially viable latex source that is significantly reduced in the antigenic proteins that can cause latex allergy.”

Doyle described the evaluation trial process as “significant.” “This is where manufacturers work with Vytex NRL within their own production environment to assess performance in their products and applications. In earlier trials with select condom, glove and other medical device manufacturers, we have found that Vytex NRL integrates seamlessly into most manufacturing processes in place of either NRL or synthetic substitutes with few to no changes to the overall process. We expect manufacturers trialing Vytex NRL will have no problems substituting Vytex NRL in their production lines,” Doyle said.

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VYTEX NRL is already in the hands of many manufacturers, Doyle said. He feels there is every reason to believe that products made with Vytex NRL will be in production before the end of this year. “We are very optimistic based both on the reception Vytex NRL has received from the manufacturing community and the consistent testing results we have had from the Vytex NRL production runs,” Doyle said.

The development of Vytex NRL is a potential advantage for manufacturers as diverse as the makers of balloons, surgical and examination gloves, medical devices, foam mattresses, adhesives, infant supplies and threads. It is particularly critical to the health care industry where such a high percentage of workers are affected by some level of latex allergy believed to be caused by repeated exposure to latex with high levels of antigenic proteins.

About Vystar Corporation: Vystar Corporation, incorporated in 2003, 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 NRL process. Vystar, named a 2007 Top 10 Innovative Technology Company in Georgia by the Technology Association of Georgia (TAG), holds two U.S. patents for the Vytex™ NRL technology, with additional filings pending. For more information, please visit www.vytex.com.

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 believe 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 below. 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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