



## Corporate Fact Sheet

<b>Founded</b>	1998
<b>Location</b>	Seattle, Washington - <a href="http://www.visualant.net">www.visualant.net</a>
<b>Management</b>	Ron Erickson, Chief Executive Officer Mark Scott, Chief Financial Officer Dr. Richard Mander, VP Product Management and Technology Todd M. Sames, VP Business Development Prof. Tom Furness, Chairman - Scientific Advisory Board Dr. Brian Schowengerdt, Senior Scientific Advisor
<b>Financing</b>	Visualant™ is a public company whose shares trade under the stock symbol, VSUL. In May 2012, Visualant received \$2.25 million of equity capital from Sumitomo Precision Products Co., Ltd. (“SPP”) a publicly-listed Japanese corporation. SPP also entered into a Joint Development Agreement and \$1 million initial licensing agreement.
<b>Technology</b>	The Visualant Spectral Pattern Matching™ technology directs structured light onto a substance, through a liquid/gas, or off a surface, to capture a unique ChromaID™. When matched against existing databases, a ChromaID can be used to identify, detect, or diagnosis markers invisible to the human eye. ChromaID scanner modules can be integrated into a variety of mobile or fixed-mount form factors. The patented technology is disruptive, making it possible to effectively conduct analyses in the field that could only previously be performed by large and expensive lab – based tests.
<b>Marketplace</b>	ChromaID technology has broad application across industrial, medical, security, and consumer markets. Government agencies, law enforcement, and security companies can use ChromaIDs to authenticate secured documents, identify counterfeits, or detect illicit drugs. Medical applications include measuring indicators of disease or health and identifying drugs. Consumers can identify colors, and measure cosmetic skin factors. Visualant will soon make a Development Kit available to enable third parties to apply the technology to their own applications. Visualant will make available licensing agreements for Visualant Spectral Pattern Matching technology to original equipment manufacturers (OEMs), who can integrate the technology into a wide range of devices. Visualant is also developing exemplar products to demonstrate the ChromaID technology.

For more information, press and analysts are encouraged to contact:  
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