

Q & A - Guardian Technologies International, Inc. Restructuring, Name and Ticker Symbol Change

1. Why is Guardian restructuring into three entities?

The Company has expanded the organizational structure to better reflect its business operations and to capitalize on international business and joint product development opportunities.

The new structure will segregate distinct business operations into separate corporate entities, all under a single umbrella organization. The new structure will enable Applied Visual Sciences, Inc (APVS) to realize the following benefits:

- Creation of autonomous business units with defined measurable goals and objectives;
- Alignment of risk characteristics to the specific product, line of business or foreign market;
- Provide a level of legal risk insulation to the core assets, the patents & intellectual property;
- Flexibility to maximize tax benefits, both domestic & foreign;
- Flexibility and ease in negotiating and structuring mergers, acquisitions, joint ventures, or joint development partnerships;
- Facilitate the potential “spin-off” or sale of one of the subsidiary entities;
- Attract industry-specific investment.

2. Where will the three entities be located?

All will be located at our recently announced new location of 250 Exchange Place, Suite H, Herndon, VA 20170. Phone numbers will remain the same.

3. How does the splitting of the company into three entities affect my investment in Guardian Technologies?

For the most part, the impact is minimal. This event does not change the number of shares you own, only the name of the company in which you invested. Your current shares will now be traded at your discretion under the new name of Applied Visual Sciences and the APVS ticker symbol through your same brokerage.

4. As a shareholder, do I need to do anything due to the ticker symbol change?

If you've already deposited your shares with a brokerage, you don't need to do anything. When you are ready to make a trade, it will be done under the new ticker. All news coming from the parent company and its subsidiaries will appear under the APVS ticker so please adjust your online news and stock monitoring to the new names and ticker.

5. Do I need to do anything if I have physical stock certificates issued by Guardian Technologies?

If your current stock is deposited with a brokerage, the stock certificate will automatically convert to Applied Visual Sciences (APVS) stock upon a transaction. Should you wish to receive a stock certificate with the new name (for those certificates physically held in your possession), please contact our transfer agent,

Signature Stock Transfer at (972) 612-4120, for additional instructions. The agent's mailing address is: Signature Stock Transfer, Inc., 2632 Coachlight Court, Plano, Texas 75093-3580. Please note, changing the name on the certificate is NOT required.

6. How will the ticker change impact restricted/Rule 144 stock certificates of Guardian Technologies International?

With the ticker symbol change, there is no change on restricted Rule 144 stock. For example, if your stock certificate is still under Rule 144 restrictions, it will continue to be restricted shares under Applied Visual Sciences, Inc. Please consult with your broker for your specific situation.

7. When one of the subsidiaries generates revenue, how will that translate to shareholder value?

The subsidiaries are part of the Applied Visual Sciences holdings so their revenues will be consolidated into the financial statements for APVS. It will be no different than any other public company generating revenue.

8. Could Applied Visual Sciences sell off one of the subsidiaries? If so, how would shareholders benefit?

Yes, APVS could sell one of the subsidiaries. The cash and profits of the sale would be reflected on the financial statements of APVS.

9. Will Applied Visual Sciences be accepting investment funds for specific subsidiaries separately?

Yes. The individual subsidiaries may solicit investment and grant funding for their specific subsidiary or for a specific project. With individual subsidiaries now focusing on a distinct market, we believe they will be more attractive to investors or grant provider organizations that focus on specific market segments.

For further questions, you may contact Applied Visual Sciences directly at info@guardiantechintl.com, +1 703-464-5495.

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