



ISee3D Closes Warrant Exercise Incentive Program

TORONTO, ONTARIO – May 2, 2011 - ISee3D Inc. (TSX-V: ICT), is very pleased to announce that it has received gross proceeds of \$1,012,070 from the exercise of 5,060,349 warrants through ISee3D's Warrant Exercise Incentive Program (the "Exercise Program") (see ISee3D's news release dated April 5, 2011).

"We are motivated by the confidence and support shown by shareholders who participated in our Warrant Exercise Incentive Program which has resulted in the early exercise of 80% of the eligible warrants," stated Tom Dalrymple, Chief Operating Officer of the Company.

Under the terms of the Exercise Program, each exercised warrant entitles the holder thereof (the "Warrantholder") to receive one common share of ISee3D (a "Common Share") and one-half of one common share purchase warrant, with each whole additional common share purchase warrant (each an "Incentive Warrant") entitling the holder to purchase a Common Share at a price of \$0.25 from the date of issue until April 29, 2012. ISee3D will issue 5,060,349 common shares and 2,530,176 Incentive Warrants to Warrantholders in exchange for the warrants that were exercised under the Exercise Program. ISee3D will pay cash finder's fees totalling \$45,150 to qualified persons and companies who have assisted ISee3D in encouraging warrant holders to exercise their warrants pursuant to the terms of the Incentive Warrant Program. As per the requirements of the TSX Venture Exchange, each Incentive Warrant, and any Common Shares issuable on the exercise thereof, will be subject to a four month hold period commencing upon the issuance of such Incentive Warrant.

The termination date of the Exercise Program, originally scheduled for April 26, 2011, was extended to April 29, 2011 to accommodate certain warrant holders who had been unavailable during the original term of the Exercise Program.

"I think the Warrantholders enthusiastic participation in the Warrant Exercise Incentive program demonstrates their confidence in the direction of the company, especially in light of the recent joint development project with DXG and the research project with the large European automobile manufacture," commented Mr. Dalrymple.

All remaining 1,333,333 warrants that were not tendered under the Exercise Program will expire on May 12 and June 26, 2011(not June 29 as incorrectly stated in the ISee3D's April 5, 2011 news release) if not exercised prior to such date.

ISee3d also announced today that, subject to the approval of the TSX Venture Exchange, it has agreed to grant options to purchase an aggregate of up to 210,000 common shares at a price of \$0.26 per share, exercisable for a period of five years, to certain officers, directors, employees and consultants of the Company.

The options and any common shares issuable upon exercise of the options will be subject to a hold period of four months and one day from the date of grant.

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About ISee3D

ISee3D is driving the universal adoption of 3D single lens capture – from consumers and Hollywood to health care and military. The company is introducing the first commercially feasible single lens, single camera 3D capture technology. Scalable in size from one mm in diameter to more than 250 mm, the patented technology can be applied across many devices. Through its patented optical switch technologies, ISee3D continues to aggressively pursue the best in 3D innovation to ensure an immersive 3D viewing experience, rather than the traditional two lenses or 2D conversion approaches that are the current standard. The company is headquartered in Vancouver with offices in Toronto.

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For more information about ISee3D visit us online at: <http://www.ISee3D.com>

Statements included in this announcement, including statements concerning our plans, intentions and expectations, which are not historical in nature are intended to be, and are hereby identified as, “forward-looking statements” for purposes of the safe harbor provided by Section 21E of the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by words including “anticipates”, “believes”, “intends”, “estimates”, “expects” and similar expressions. The company cautions readers that forward-looking statements, including without limitation those relating to the company’s future operations and business prospects, are subject to certain risks and uncertainties that could cause actual results to differ materially from those indicated in the forward-looking statements. Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.