

ISee3D Engages Former President of Sony Broadcast as Marketing Advisor

Montreal, QC, Canada – August 27, 2009 – **ISee3D Inc. (TSX-V: ICT)** is pleased to announce that Patrick Whittingham, former President of the Broadcast and Production Systems Division of Sony Electronics Inc. (USA), will be working with the company as a marketing advisor. Mr. Whittingham will be assisting Isee3D develop and implement a marketing plan for the company's single lens high-definition 3D capture technology.

“The commercial interest in our single lens 3D cameras will accelerate dramatically once we have a working prototype to show potential customers and business partners,” commented Dwight Romanica CEO and President of Isee3D. “We expect to have this working prototype very shortly, so we have engaged Pat to help us properly prepare for customer demand. His experience, reputation and contacts within the consumer and professional audio visual electronics industry will be a valuable asset for ISee3D as we role out our novel 3D technology.”

Mr. Whittingham is an executive with an extensive background in senior management, broadcast and professional sales and marketing, system integration and engineering support of professional products in the high technology sector. He spent over 25 years in combined service with Sony Electronics Inc. (USA) and Sony of Canada Ltd., including roles as President of Sony Broadcast and Production Systems, Sony Electronics (USA) and Executive Vice President, Sony of Canada.

About ISee3D Inc.

ISee3D Inc. (TSX-V: ICT) owns certain patented technology which provides for the capture of stereoscopic (3D) images through a single lens. The Company's technology has broad application in several markets including the home entertainment industry, consumer electronics, and imaging devices of all sorts including microscopes, endoscopes as well as more sophisticated medical imaging systems.

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.

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