



ISee3D Inc.

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ISee3D adds VP Business Development

Toronto, ON, Canada – July 5, 2010 – ISee3D Inc. (TSX-V: ICT) announced today that it has added Mr. Bruce Seidel as Vice President of Business Development.

Bruce has a strong background in sales and marketing management with technology companies, with over thirty years in industry. His in-depth understanding of the needs of large, technically oriented companies is an especially good match for licensing ISee3D's unique technology.

ISee3D CEO Dwight Romanica said "ISee3D has generated a significant amount of interest from around the world, in industries as varied as medical devices and consumer electronics. Bruce's experience in working with these types of companies will be invaluable in helping ISee3D to finalize licensing agreements with interested companies, and putting ISee3D technology into the products that can make the best use of it."

Bruce spent 10 years with Matrox Electronic Systems, a leading vendor of graphics and imaging hardware for OEM companies' worldwide. Starting in the Applications Engineering group, Bruce was steadily promoted to General Sales Manager, where he was responsible for annual revenue generation of \$500M through a direct sales force, international sales offices, and a global network of agents and distribution channels.

He spent 13 years as founder and president of JCMB Technology Inc, a software development firm serving the needs of the Electric Utility industry, where he oversaw product development and sales for the company as it grew to become a leader in its field with over 200 employees.

"An experienced and talented sales team is a key factor in the growth of any company, and Bruce is a fantastic choice to build and lead that team. I'm very happy and excited to have him on the team," concluded Romanica.

About ISee3D Inc.

ISee3D Inc. (TSX VENTURE:ICT) owns certain patented technology which provides for the capture of stereoscopic (3D) images through a single lens. The Company's technology has broad applications in a variety of markets including the home entertainment industry, and consumer electronics, as well as industrial and imaging devices of all types 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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