

ISee3D Announces Appointment of New Director

*ISee3D Appoints Nathaly J. Vermette to Its Board of Directors,
Adding Her Trademark and IP Legal Expertise to the Fold*

TORONTO, October 15, 2010 - ISee3D Inc. (TSXV: ICT) ("ISee3D" or the "Company"), creators of the first commercially feasible single lens, single camera 3D capture technology, is pleased to announce the appointment of Nathaly J. Vermette to the Company's Board of Directors. Ms. Vermette succeeds Ilya Sorokin, who has resigned as a Director of the Company.

"We would like to thank Ilya Sorokin for his invaluable contribution to the Company" commented Dwight Romanica, CEO of ISee3D. "We are also very pleased to add Nathaly's extensive knowledge of intellectual property and trademark law to our Board of Directors. At ISee3D, we are constantly innovating and expanding on our current 3D capture technologies. This, combined with our patent heavy business model, makes it necessary to have such background and expertise on board."

Ms. Vermette currently serves as the managing partner of the Andrews Robichaud Montreal law office. She is licensed to practice law in the province of Quebec, Canada and is a registered Canadian trademark agent. She practices in the field of commercial transactional and intellectual property law.

Ms. Vermette is a member of several U.S. based organizations, namely, the Federation of Defense and Corporate Counsel, the International Trademark Association and the Tort Trial & Insurance Practice Section of the American Bar Association. She was Chair of the Intellectual Property Law Committee at TTIPS for bar years 2006-2007 and 2007-2008 and remains an active member of several administrative and substantive law committees.

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 over 250 mm, the patented technology can be applied across many devices. Through its patented optical switch technology, 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 Toronto with offices in New York City, Vancouver, and Montreal.



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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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