

ISee3D Announces Appointment of New CFO

ISee3D Appoints Ed Myers as CFO

TORONTO, October 26, 2010 - ISee3D Inc. (TSXV: ICT), creators of the first commercially feasible single lens, single camera 3D capture technology, is pleased to announce the appointment of Ed Myers as Chief Financial Officer of the Company. Mr. Myers succeeds Baljinder Bhullar, who has resigned as Chief Financial Officer of the Company.

"We would like to thank Baljinder Bhullar for stepping in during our recent reorganization," said Dwight Romanica, CEO of ISee3D. "We are very pleased to add Ed Myers to our management team. His experience in companies both large and small will be a tremendous asset to ISee3D as we move into the commercialization stage of our company growth."

Mr. Myers is a certified management accountant with 24 years experience. He has held positions with several fortune 500 companies, and was most recently the senior financial manager for a leading Canadian manufacturer of hydraulic systems. Mr. Myers brings to ISee3D extensive experience in corporate planning, budgeting, design and implementation of internal control systems, as well as experience working in Canadian and foreign GAAP environments.

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

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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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