



ISee3D Inc.

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ISee3D Inc. Enters Into Investor Relations Arrangement With Company Manager

Toronto, ON, Canada – May 10, 2010 – ISee3D Inc. ("ISee3D" or the "company") (TSX-V: ICT) today announced that, subject to Exchange approval, it has entered into an arrangement with R. Nigel Horsley, of Vancouver, British Columbia, to provide corporate communications services for the company. The new duties of Mr. Horsley will be in addition to and an expansion of those he has been fulfilling since November of 2009, as sales representative for ISee3D Inc. Mr. Horsely will assume the title Manager of Corporate Communications.

Under the new arrangement, Mr. Horsley's new duties will include assisting the President and CEO with corporate communications, liaising with and responding to the Canadian investment community and developing customer leads. The new duties, which the company intends to formally add to the existing employment contract with Mr. Horsley at a future date, will extend for the existing 12 month period of the employment contract, which is set to terminate on November 2010, absent renewal.

Dwight Romanica, President and CEO of ISee3D, commented: "Nigel has a long history with Isee3D and its former entity International Telepresence. During the 90s, he helped oversee the introduction of 3D in arthroscopy, laparoscopy and ENT procedures on medical patients as well as microscopy. We wish to capitalize on his experience as we drive forward in medical and non-medical applications of our enabling technology."

Beginning in late 1992, and continuing through to December of 2000, Mr. Horsley acted in various roles with International Telepresence which became ISee3D. These roles included vice president, general manager and director. Mr. Horsley was also a co-founder of RailPower Technologies and one of the founding management of General Hydrogen Corporation. He was a co-founder and director of Intinergy Solar Inc. and, most recently, a co-founder and director of Castagra Products Inc., of Burnaby, which specializes in vegetable oil based plastic building products.

In November of 2009, Mr. Horsley rejoined ISee3D assisting with sales and business development. Horsley is also the sole proprietor of his consulting business, located in Vancouver, British Columbia.

Subject to the approval of the TSX Venture Exchange, the company intends to continue paying from the companies operating funds Mr. Horsley at his current contractual rate of \$5,000 per month. Mr. Horsley does not own securities of the company, beneficially or of record.

The above arrangement is subject to the acceptance of the TSX Venture Exchange.

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 various markets including the home entertainment industry, consumer electronics, and imaging devices of all types including microscopes, endoscopes as well as more sophisticated medical imaging systems. 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.

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