

Isee3D Makes Internet History

*Live 3-D Web-cast of the Seattle Kingdome Implosion Secures Company's
Future as World-leader in Streaming Media*

MONTREAL, CANADA, March 28, 2000 – Isee3D Inc. (CDN-T: EYEC) today announced that the company's live Web-cast of the Seattle Kingdome Implosion last Sunday, March 26th, 2000, recorded over 2.5 million hits and in excess of 162,000 unique visitors to the Isee3D Web site up to and including the day of the event. The total number of hits for the site spanning the 24 days leading up to event day was over 7 million. The Internet event, featured exclusively on Microsoft's WindowsMedia.com in 2D and Isee3D.com in 3D, marked the first live streaming 3D Internet Event ever broadcast over the Web.

"Having captured the attention of media and tens of millions of people everywhere, the Seattle Kingdome Implosion was the perfect stage to unveil our revolutionary 3D streaming media technology," said Gary Oberman, President of Isee3D Inc. "More than just the standard broadcast feed, our unique camera placements and technology brought the implosion to life for a global Internet audience."

In addition to distributing 250,000 pairs of red/blue anaglyph 3-D glasses for the event, more than 45,000 consumers registered for the premium electronic glasses available on the Web site and designed to enhance the 3-D experience. Of those that registered for the event, an above average percentage*, 29.5%, indicated they were using a broadband connection – a further sign that broadband connectivity and 3-D technology are the Internet's future.

"Beyond any reasonable doubt, this event validates the public's desire for an enriched streaming media experience – the demand for this event exceeded our greatest expectations," Oberman said. "We will continue to feature exclusive events and original video content that is of the highest quality made available for the Internet."

Isee3D has shifted into high gear in order to satisfy the demand for new and original 3-D content. The live 3D Web-cast of the Kingdome Implosion will be archived at www.isee3d.com for those who missed the original broadcast and those who wish to see it again. "Our cameras survived where others perished, leaving only Isee3D with never before seen footage, the best moments of which content will be made available in a pay-per-view format off our site", said Oberman.

"A new live 3D Web-cast event will be announced shortly, which promises to deliver an even greater 3-D experience to the viewer", said Oberman.

Isee3D Inc. common shares are quoted and traded through the facilities of The Canadian Dealing Network, Inc. (trading symbol EYEC). The number of shares issued stands at over 64,700,110. For investor relations please contact Ron Goldenberg at (514)908-2233 or ron@isee3d.com

* Neilson net ratings indicate that as of year-end 1999, Broadband consumers represent only 6% of total connections.