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FOR IMMEDIATE RELEASE

INNEROPTIC NAMES BRIAN HEANEY AS CHIEF EXECUTIVE OFFICER

Hillsborough, NC (November 30, 2007) – InnerOptic Technology, Inc., provider of cutting-edge visualization products for minimally-invasive surgery (MIS), today announced the addition of Mr. Brian Heaney as its Chief Executive Officer. Mr. Heaney was most recently Vice President of Engineering at Bytemobile, Inc, the global leader in mobile internet solutions for network operators.

Mr. Heaney is a successful entrepreneur with over 20 years experience in building teams, products and companies. Prior to Bytemobile, Mr. Heaney was with Navio Communications, leading the development of the most advanced interactive TV platform available. As Vice President of Engineering, he participated in the acquisition by Liberate technologies in 1998 and Liberate's subsequent IPO in 2000. Mr. Heaney spent 5 years at Apple Computer as Director of Software for the Power Mac product line. He began his career at General Electric, where he performed R&D on medical visualization, graphics acceleration and real-time visual simulation. He holds an M.S. in Electrical Engineering from Duke University and graduated Phi Beta Kappa from Swarthmore College with bachelor's degrees in Engineering and Economics.

“Brian’s extensive background and proven leadership ability in getting products to market will be invaluable as we continue to develop our products,” said Mr. Kurtis Keller, InnerOptic founder and CTO. “He perfectly fills the need for strong business development skills.”

InnerOptic was founded in 2003 to commercialize the 3D Laparoscope™, which enables surgeons to perform MIS as if they were performing open surgery, providing a view into the body with registered, real-time in-vivo imagery that is both stereoscopic and head-tracked. The company is also developing the InVision™ System, which allows a

minimally-invasive surgeon to more easily use intraoperative ultrasound during procedures in which it could provide significant benefit.

“InnerOptic is forging trails in the medical device industry with their state-of-the-art surgical visualization technology,” said Mr. Heaney. “Both the 3D Laparoscope and the InVision System make minimally-invasive surgery simpler and safer. These products improve existing MIS procedures and will enable MIS procedures that today are too difficult or dangerous to perform. InnerOptic’s products hold the potential to revolutionize how minimally-invasive surgery is performed.”

About InnerOptic Technology, Inc

InnerOptic was founded in 2003 to commercialize the patented medical visualization technology developed by researchers at the University of North Carolina at Chapel Hill. A privately held company, InnerOptic is currently head-quartered in Hillsborough. For more information, please visit <http://www.inneroptic.com/>