



FOR RELEASE
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Richard Ungar, Veteran of Children's Entertainment Industry,
to Join IN-DOT Board

*Connecting the Company's Business and Technology Success in
interactive toys to the world of Entertainment*

Tel Aviv, Israel, July 8, 2008 – In-Dot Ltd., a technology leader in interactive products for educational and entertainment market, today announced that Mr. Richard Ungar has agreed to join the company's board of directors. Mr. Ungar is recognized as one of the leading creators, writers and producers in children's entertainment. While currently serving as writer/executive producer of the popular "Zorro- Generation Z" animated television series, Ungar's creations include such classic characters as the "Biker Mice from Mars", one of the most successful animated television programs of its time, spinning off some 400 licensed products throughout the world.

Mr. Ungar was the president of the Marvel Character Group from 1999 to 2004 where he was responsible for the company's expansive television and licensing programs, including such hit shows as the Kids WB's "X-Men: Evolution", MTV's "Spider-man, the Animated Series" and the live action drama, "Mutant X". Prior to his stint at Marvel, Ungar served as president of New World Entertainment Domestic Television, a subsidiary of New World Entertainment (now owned by News Corp.), where he executive produced additional Marvel television shows such as "The Hulk", "Fantastic Four", and "Iron Man".

"In-Dot's innovative, simple and elegant technology will provide an exciting new platform for the delivery of interactive content to children at an affordable price," said Richard Ungar. "I am looking forward to working with the company's management team to expand the reach of their technology to create an entirely new entertainment experience for kids."

In-Dot's patented color and voice activated technology enables toy manufacturers to add content to many of the branded products creating a new dimension in entertainment products. "As a leader in the children's entertainment industry, Rick will bring his in-depth knowledge and a great deal of relevant expertise in our market," said Moshe Cohen, co-founder and CEO of In-Dot Ltd. "I am very excited to have Mr. Ungar on our board. His extraordinary skill set will be invaluable as we undergo our rapid growth."

About In-Dot Ltd.

In-Dot Ltd. has created an all-new era for the edutainment sector, making it cost-effective to add quality interactivity to mass-produced books, toys and games. In-Dot™ technology combines the latest in electro-optics, acoustics, and miniaturization to create an enriching and enjoyable interactive user experience for ages 2 to 100. In-Dot offers interactive products and technology solutions ranging from basic games like Professor FunDot to high-end products featuring recording, voice recognition, and cross-product networking. To learn more, see www.in-dot.com.

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