



FOR RELEASE
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IN-DOT Secures Strategic Investment Round

*Funding to Accelerate Company's Business Success and Technology Leadership
in interactive products for educational and entertainment*

Tel Aviv, Israel, November 15, 2007 – In-Dot Ltd, the technology leader in interactive products for educational and entertainment market, today announced that it has secured \$1 million in Series B funding led by Learnicon Ventures, a venture capital firm focused on the education market. Concurrent with the investment, Dr. Bahram Nour-Omid will join the company's board of directors.

In-Dot's patented color and voice activated technology enables toy manufacturers to add educational content to many of the branded products and enhance the educational value of their product. In-Dot will use the capital to accelerate sales, marketing and product development efforts. Additionally, the company will use the funds to expand its sales and marketing effort in the US by adding a Los Angeles office. "In-Dot is a Company with a strong pool of engineering talent, that has developed patented innovative products are for the educational toy market," said Moshe Cohen, co-founder and CEO of In-Dot Ltd. "The investment and the strategic partnerships with investor group validate our corporate direction, market leadership and strong prospects for continued growth. Their support will help fuel the strategic growth of In-Dot's businesses and accelerate our future product enhancements allowing the company to continue focus on what's most important – its customers."

"In-Dot 's innovative and elegant technology will become a platform for many new toy products that enhance the learning experience of our children at an affordable price," said Bahram Nour-Omid. "The company's management team is experienced and they have developed great products that allow In-Dot to take full advantage of the rapidly evolving educational toy market. We look forward to working closely with them."

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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