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FOR IMMEDIATE RELEASE

SENSIO appoints Diana Cantú as Vice-President, Business Development, Live 3D

***Digital-cinema and satellite-industry veteran to bring extensive network and
proven track record of business development***

MONTREAL—November 28, 2011 —SENSIO Technologies Inc. (SENSIO) (TSX-V: SIO) is happy to announce that Diana Cantú has joined the sales team as Vice-President, Business Development – Live 3D. Her appointment anticipates increased activity in the Live 3D market and her experience in the digital cinema field will enable the Corporation to continue to remain at the leading edge in this sector. Ms Cantú arrives from International Datacasting (IDC), where she played an active role in the digital cinema migration and roll-out of the last ten years as Executive Director, Business Development, for the Americas. Also on IDC's Senior Management Team for the last 18 months, she has a proven track record of building alliances and has personally worked with all the major players in satellite delivery networks for films and live 2D and 3D events.

“Live 3D is an important market for us, and our efforts to establish technical, distribution and content solutions to serve this market have been very successful since the inception. Right now, we can sense the effervescence in this market and bringing Diana on board will help us harness our potential and establish our brand as the industry leader. Diana spearheaded extensive growth in the US and Latin American markets for IDC and also has international experience in Asia and Europe. This, combined with a strong background in media distribution as well as the arts and culture, makes her the ideal person to deal with all the aspects of the market,” said Richard LaBerge, Executive Vice-President and Chief Marketing Officer at SENSIO.

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“SENSIO has done fantastic groundwork for this endeavor,” commented Ms Cantú. “I’m coming on board to pull together the business unit and grow a team that can leverage the strong relationships and industry-wide respect SENSIO has built over the last few years and take it to the next level. Personally, this is a fantastic opportunity for me to combine my experience in and passion for the arts and culture with my background in technology for media distribution networks. I’ve worked with SENSIO for years and have great respect for the group as early 3D visionaries. As the market matures and reaches its tipping point, we need to bring a new focus to the business side. I am very much looking forward to transforming great opportunities into solid, sustainable business.”

More information about SENSIO and its technologies is available at www.sensio.tv.

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About SENSIO Technologies Inc. (SENSIO):

Founded in 1999, SENSIO Technologies Inc. (www.sensio.tv) is a pioneer in the 3D industry. Its vision, expertise and state-of-the-art solutions, based on diversified stereoscopic image-processing technologies, have been trusted by some of the biggest names in the broadcasting and consumer electronics sectors, as well as for live 3D events in cinemas, to power numerous industry firsts, initiate new business models and generate immediate revenue with a distinctive 3D offering.

SENSIO enables its clients to deliver the best possible 3D experience for the end-user through a broad portfolio of licensed products, based on quality, content, usability and compatibility. These include its flagship, award-winning technology, SENSIO[®] Hi-Fi 3D, the premium-quality frame-compatible format.

SENSIO’s technologies are the object of patents and intellectual property protection proceedings worldwide. SENSIO is listed on the Toronto TSX Venture Exchange (SIO).

SENSIO[®] is a registered trademark of SENSIO Technologies Inc.

This news release contains forward-looking statements that reflect the company’s expectations with regard to future events. Actual events could differ significantly from those anticipated in this document.

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