



NEWS RELEASE

iSIGN Media to Introduce Gold Medalist Ashleigh Mclvor at Event Announcing Start of Mobile Network Broadcasting at Mac's

Toronto, Ontario – February 9, 2012 - iSIGN Media Solutions Inc. ("iSIGN" or "Company" (TSX-V: ISD), a leading provider of interactive mobile advertising solutions that serves advertisers, manufacturers, retailers and advertising agencies throughout North America, today announced that the company will host Olympic Gold Medalist Ashleigh Mclvor in Toronto on February 23 and 24 to set the broadcast date of iSIGN's mobile advertising network in Mac's Convenience Stores Inc. ("Mac's") locations, currently anticipated as being March 15, 2012.

"As one of Ashleigh's first sponsors and biggest fans, we were committed to supporting her successful pursuit of the gold medal at the Vancouver games, and we were proud to sponsor her achievement on behalf of Canada as the whole world was watching," said Alex Romanov, iSIGN's Chief Executive Officer. "We're also proud of our commitment to create the world's first national digital signage location-based network and its ability to connect with mobile devices and deliver promotional message to shoppers while gathering metrics, which will win gold for iSIGN."

Ms. Mclvor will be the champion to introduce the broadcasting start date for the network. iSIGN antennas, once fully activated in all 1,400 Mac's locations, will be interacting with a minimum of 1.5 million mobile devices per day.

Once the Mac's network is completed, it will become the world's only national mobile interactive digital signage network and when coupled with planned additional networks, will provide even greater confirmed shopper audiences numbering in the millions each day. The antennas use Bluetooth® technology to broadcast permission-based, interactive advertising messages to mobile phones within proximity of retail stores and to record consumer responses to deliver Business Intelligence on shopper preferences as well as redemption metrics for advertised brands and services.

"Ashleigh's sport represents an exciting new dimension in competitive skiing, one that is attracting young audiences everywhere," said Mr. Romanov. "iSIGN is a great fit as a sponsor because we're focused on next-generation advertising solutions, bringing a new dimension to the industry by using mobile communications technology that is popular with young users. We're proud to team up with Ashleigh to roll out the Mac's network in various Canadian markets as well as in future launches."

A consumer-friendly marketing solution that does not result in any charge to mobile device users and can drive up to 30% response rates at a fraction of the cost of traditional advertising, iSIGN technology enables Mac's and other customers to drive ROI with target messaging. iSIGN delivers a scalable solution that can be customized for any organization that needs to deliver content to handheld devices.

About iSIGN Media

iSIGN Media is a North American leader in multiplatform advertising solutions that utilize Bluetooth, Mobile, WiFi and Location-Aware technologies to deliver rich media, permission-based messages to engage consumers more deeply and cost-effectively. The resulting business intelligence and real time metrics, gathered through iSIGN's patent-pending advertising platform, deliver insights into emerging consumer behaviors that help advertisers measure their efforts and make better business decisions to increase ROI and customer loyalty. Headquartered in Richmond Hill, Ontario, with R&D and customer support operations in Vancouver, BC and Tampa, FL, the Company has also grown to become the largest owner/operator of in-store digital media in Canada with 5,600 digital signs in 1,400 locations. Partners include: AOpen America Inc. and IBM, with solution distribution by BlueStar Inc. iSIGN is publicly traded in Toronto (TSX.V) Additional information can be found at www.isignmedia.com.

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Forward-Looking Statements

This news release includes certain forward-looking statements that are based upon current expectations, which involve risks and uncertainties associated with iSIGN Media's business and the environment in which the business operates. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking, including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts, but reflect iSIGN Media's current expectations regarding future results or events. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations. iSIGN Media assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements.

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