



NEWS RELEASE

iSIGN's Initial IMS Software Activation in its Digital Signage Network Yields Unprecedented Audience Measurement for Advertisers

Toronto, Ontario – January 20, 2012 - iSIGN Media Solutions Inc. ("iSIGN" or "Company" (TSX-V: ISD) is very pleased to announce that it is completing the activation of the first 500 locations on its digital signage network located in the Mac's Convenience Stores Inc.'s ("Mac's") chain of approximately 1,400 stores and has been delivering unprecedented real time audience measurement since January 3, 2012.

297,544 mobile devices were identified on Thursday, January 19, 2012 at 2 PM, from the units currently activated, with more than 75,000 being unique.

"Within the next 2 to 3 days, we will have completed the activation of the initial 500 locations and we expect to be able to send messaging to about 750,000 mobile devices per day with each connection and count being confirmed for advertisers on iSIGN's enhanced digital signage network," stated Alex Romanov, iSIGN's Chief Executive Officer. "All advertisers will be able to measure the exact count of their audience in real time and receive message counts and redemption proof utilizing our Interactive Marketing Solution ("IMS") 3.1 software solutions."

Approximately another 1,000 locations will be installed and activated during the next 40 days and the daily count will increase in all markets to an estimated peak of 1.5 to 2 million devices daily. This number is in addition to the average of 1.5 million consumers who daily visit Mac's stores and purchase their products.

The Company expects the measured and confirmed audience to be the only one of its kind in North America that can deliver shopper analytics and promote Macs loyalty membership to brands and services via mobile phones and devices.

"Both regular Mac's customers and identified mobile devices will total a daily audience count of 3 million or more potential viewers of advertisers' messaging, while confirming effectiveness to maximize ROI and build a loyal customer base anonymously and absolutely free to all who opt-in to receive coupons and messages," adds Mr. Romanov. "The value to advertisers is unique and instant data priceless as will be exhibited live at the DX3 exhibition January 25 and 26 in Toronto."

The company plans to eventually link all of the daily interactions to the iSIGN website for the advertising and digital industry to view. Additional networks will be linked as well and demonstrated at future trade shows.

About iSIGN Media

iSIGN Media is a North American leader in multiplatform advertising solutions that utilize Bluetooth, Mobile, Wi-Fi 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 behaviours that helps 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, including the matters discussed under "Risks and Uncertainties" in the Filing Statement filed on October 9th, 2009 with the regulatory authorities. 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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