



NEWS RELEASE

iSIGN Media Continues Installation of Antennas in Mac's Convenience Stores, Gains Widespread Market Buzz

Toronto, Ontario – February 1, 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, announced today that the installation of iSIGN antennas in approximately 900 additional Mac's Convenience Stores Inc. ("Mac's") locations has begun. iSIGN IMS systems are already in place at approximately 500 Mac's outlets, and mobile interactions from previously installed antennas have surpassed the half-million mark and are growing daily.

Using Bluetooth® technology, iSIGN antennas broadcast permission-based, interactive advertising messages to mobile phones within Mac's signage or location ranges, logging consumer responses to provide real-time metrics. A consumer-friendly marketing solution that does not result in any charge to mobile device users, iSIGN technology enables Mac's to gauge message and offer effectiveness and drive ROI. Once completed, the Mac's chain installation will reach an average of 1.5 million consumers daily and will constitute the world's largest fully interactive signage network.

In addition, iSIGN is rolling out Smart Antenna installations at select stores that are equipped with SelectCore Ltd. Verifone Point of Sale terminals. This pilot program affords iSIGN the opportunity to expand its advertising content transmission footprint.

"Interest in iSIGN is growing rapidly," said Alex Romanov, iSIGN's Chief Executive Officer. "We're receiving a number of inquiries from advertisers and brands who are interested in a new way to deliver engaging, rich media messages with a response rate of up to 30% at a price that can be 100 times more affordable than traditional marketing messaging."

Additional advertisers and sponsors are also evaluating how iSIGN software can assist them with delivering relevant, timely content to mobile devices during upcoming major sporting events. iSIGN is now in the negotiation and testing phases with several Canadian cities and municipalities to explore how the company's digital signage and mobile solutions can meet government organizations' messaging requirements.

With fast, flexible, interactive messaging technology, iSIGN offers a customizable, scalable solution for any organization that needs to deliver timely, relevant content to handheld devices at no charge to the consumer. The company's ability to provide real-time, technology-based metrics that enable clients to drive ROI has created a marketplace buzz and poised iSIGN for rapid growth.

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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