



## NEWS RELEASE

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### **iSIGN Media Selects S&S Public Relations as Global PR Agency of Record**

**Toronto, Ontario – January 25, 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 its selection of [SSPR](#) as its public relations agency of record. iSIGN will work with SSPR to expand the company's brand recognition and communicate its expertise in the use of mobile technology to capture consumer data, interest and responses in real-time.

"With installations and activations currently measuring nearly half a million smartphones and mobile devices daily and near-term plans to install and activate platforms to reach approximately 1.5 million mobile devices daily across just the Mac's Convenience Store Inc. ("Mac's") footprint, now is the time to step up communication about our capabilities, as we continue to scale to many different retailers," said Alex Romanov, Chief Executive Officer of iSIGN. "SSPR has more than three decades of high-tech media outreach experience, which makes the firm an excellent fit to help us meet our objectives. SSPR has experience with a vast array of technology and media companies and also served as the agency of record for one of the largest daily coupon sites in the world."

As one of the top [media relations firms](#) with a strong focus on clients operating in the digital advertising space, SSPR will collaborate with iSIGN to increase the visibility of its multiplatform advertising solutions and broaden communication about its ability to deliver engaging, rich media, permission-based messages to consumers.

"The explosive growth of mobile media capabilities and use of Bluetooth®, Mobile, Wi-Fi and Location-Aware technologies indicate that iSIGN is uniquely positioned to meet the demands of customers seeking digital advertising and next-generation couponing solutions," said Steve Simon, Chief Executive Officer and Founder of SSPR. "As a leading public relations company that serves clients at the intersection of technology and advertising, SSPR will be a valuable asset to iSIGN in designing and implementing a successful short- and long-term communication strategy."

A global leader in the use of Bluetooth technology to deliver real-time, actionable consumer data at a price that is up to 100 times more affordable than traditional marketing methods, iSIGN is a true innovator in the digital advertising sector. The company is currently using its iSIGN wireless IMS system at 500 Mac's locations and 41 digital signs in the City of Calgary's parks and recreation buildings to gauge audience reactions to in-store marketing messages and track shopper behavior, delivering unprecedented, real-time insights and daily metrics. The company plans to launch the system to numerous additional Mac's and City of Calgary locations by the end of February 2012.

**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](http://www.isignmedia.com).

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