



NEWS RELEASE

iSIGN Media Announces its Intent to Adopt a Shareholders Rights Plan

Toronto, Ontario – January 24, 2012 - iSIGN Media Solutions Inc. ("iSIGN" or "Company" (TSX-V: ISD) is pleased to announce that it is working on a shareholders' rights plan (the "Plan") to encourage a fair treatment of shareholders, should a take-over bid be made for iSIGN. The Plan is expected to be completed and in place prior to the end of February and will provide the Board and the shareholders more time to consider unsolicited take-over bids of the Company. The Plan is intended to discourage coercive or unfair take-over bids and gives the Board time to pursue alternatives to maximize shareholder value, if appropriate, in the event of an unsolicited take-over bid.

The Plan is not being developed in response to, or in contemplation of, any specific proposal to acquire control of iSIGN. The Plan will be subject to acceptance by the TSX Venture Exchange and must be ratified by the Shareholders at the Company's next annual general meeting scheduled to take place in 2012.

A complete copy of the Plan will be made available on SEDAR at www.sedar.com when it is completed.

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 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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Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility or accuracy of this release.