



NEWS RELEASE

iSIGN Provides an Significant Status Update Across its Digital Signage Network Within Mac's Milk and The City of Calgary

Toronto, Ontario – January 13, 2012 - iSIGN Media Solutions Inc. (“iSIGN” or “Company” (TSX-V: ISD) announces an update to its digital signage networks located in the Mac’s Milk chain of convenience stores across Canada, and in the City of Calgary municipal buildings.

iSIGN’s Interactive Marketing Solution (“IMS”) 3.1 software has been successfully uploaded to all Mac’s Milk locations, totalling over 1,400 stores across Canada and to 37 locations totalling 76 digital signs in the City of Calgary’s municipal buildings.

iSIGN’s antennas have also been installed in approximately 500 Mac’s Milk locations and to 41 of the digital signs located within the City of Calgary. The Company expects that it will have completed installations into an additional 500 Mac’s Milk locations by mid-February 2012 and that the remaining 400 locations at Mac’s Milk and 35 locations in the City of Calgary will have antennas installed by the end of February 2012.

During the month of December 2011, iSIGN’s IMS 3.1 software logged approximately 305,000 mobile devices within the digital signage network in the City of Calgary’s municipal recreation buildings, with a count of approximately 8,000 unique devices, for an average daily count of approximately 10,000 devices logged and 268 unique devices.

“Having our IMS 3.1 software and antennas installed within the full network will allow us to expand our metric gathering trials and testing using Intel’s Anonymous Video Analytics (“AVA”) to deliver a more detailed and complete Business Intelligence report for advertisers, as well as for other retailers,” stated Alex Romanov, iSIGN’s Chief Executive Officer. “Eventually, we will be able to deliver location-specific information in terms of numbers of shoppers in each store as well as in the immediate vicinity,” said Mr. Romanov. “Ours will be the only mobile/digital signage network in the world capable of providing verifiable information to advertisers and brands.”

“This type of measurable information is extremely valuable to advertisers. Being able to supply this information makes our network even more attractive to advertisers as they can manage the effectiveness of their ads in real-time,” added Mr. Romanov. “This will make our network more appealing to advertisers and will help to significantly increase our current revenues.”

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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