



NEWS RELEASE

iSIGN Media Updates Plans for U.S. Exchange Listing

Toronto, Ontario – February 3, 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, provided an update today on its plans to begin trading in the U.S. Announcing a commencement date of March 1, 2012, the company intends to trade on the over-the-counter OTCQX marketplace exchange within 45 days.

In December 2011, iSIGN announced an agreement with Ellenoff Grossman & Schole LLP to act as the company's agent in obtaining a listing on the OTCQX marketplace in the U.S. The move was planned to make it easier for U.S.-based investors to trade iSIGN stock and to diversify the company's shareholder base.

"We're excited about the prospect of trading in the OTCQX marketplace," said Alex Romanov, iSIGN's Chief Executive Officer. "U.S. markets tend to respond very favorably to the type of innovative technology iSIGN offers, and all indications are that we can expect to trade at a level of three to five times our current Canadian exchange value."

iSIGN has made other preparations for expanding the company's base of operations in the U.S. The company's office in Tampa, Florida will drive the new market expansion. In addition, iSIGN recently announced its selection of [SSPR](#) as its public relations agency of record to spearhead brand awareness and media outreach initiatives.

"Our fantastic team in Tampa has already made great strides in building the U.S. market," Romanov added. "The partnership with SSPR, a highly regarded agency that has deep expertise in the technology and media space and experience as the agency of record for one of the largest daily coupon sites in the world, will support our efforts to grow our customer reach and increase U.S. trading levels."

iSIGN provides customizable, scalable technology that allows clients to deliver rich media messaging to handheld devices at no charge to the consumer. The company enables clients to receive technology-driven metrics in real time, bolstering ROI and delivering unparalleled agility in customer communications.

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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Press contact:

Belinda Rooney

SSPR

609 750 9110

brooney@sspr.com

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