

IMMEDIATE RELEASE

iSIGN MEDIA RELEASES NEW DATA AND METRICS WHITEPAPER

***New Report Published by iSIGN Media Provides Key Insights for Advertisers and Retailers,
Resource to Improve Data and Metrics, Enhance Campaigns and Measure Customer
Engagement***

Toronto, ON - February 14, 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 that its latest whitepaper, “**Consumer Data Collecting: Measurements And Analytics In The Digital World**” is available for download at www.isignmedia.com. Educating businesses on the critical impact data collection has on discovering the needs, wants and desires of today’s tech-savvy and mobile enabled consumers, iSIGN’s latest whitepaper aims to help advertisers and retailers better understand their customers, optimize campaigns, drive down costs and generate sales through enhanced data collection and measurement practices.

“Our whitepaper covers a new wave in data collection and metrics tools, highlighting how brands can increase their relevance and develop an engaged and more loyal customer base. We created this whitepaper to educate businesses on how to utilize interactive technology in today’s rapidly evolving digital world to capture shopper preferences and behaviors – and then apply this information to make their spend more accountable and measurable,” said Alex Romanov, iSIGN’s Chief Executive Officer.

The Measurements of Success –Improved Data and Metrics

The key to any successful business strategy is to “know the customer,” but many retailers, brands and advertisers have struggled through lack of data or inability to interpret data efficiently. Today, thanks largely to mobile and smartphone adoption rates, the information to sharpen insight into consumers’ purchasing behavior is ready for analysis and action.

iSIGN’s paper, ***Consumer Data Collecting: Measurements And Analytics In The Digital World*** is an essential source of information for marketers and advertisers seeking to increase the success and value of their advertising campaigns. The whitepaper also explores:

- New solutions that businesses can use to collect consumer data in a safe and privacy conscious way
- How businesses can apply technology to match individual transactions with their individual customers and expand their reach to better interact with consumers.

Operating with real-time technology, retailers and advertisers alike now have an unmatched tool in their digital toolbox - the power of interactive advertising solutions that capture immediate feedback into message and offer effectiveness and drive ROI.

“We wanted to create a valuable resource for companies trying to understand their target

customers, better interact with them and respect consumer privacy - while generating sales, increasing interaction and more effectively measuring ROI. iSIGN Media continues to be a pioneer in providing a more complete picture of key consumers to businesses from all sectors, and we hope our newest whitepaper will become their data and metrics guidebook,” said Alex Romanov.

To download the “**Consumer Data Collecting: Measurements and Analytics in the Digital World**” whitepaper, please visit www.isignmedia.com/whitepaper3.aspx. To arrange an interview with iSIGN Media or Alex Romanov about new trends and innovation in data collection and metrics, or to learn more about the company’s solutions, please contact Vanessa Horwell, vanessa@thinkinkpr.com or 305.749.5342 x 232 in the US, or Danielle Mason, dmason@thinkinkpr.com or 416.628.6570 in Canada.

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 <http://www.isignmedia.com>.

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