



Interactive Marketing Solutions

iSign Media Corp

www.isignmedia.com — Toronto · Vancouver · Singapore

Mobile Marketing has wings: Coming soon to a Wild Wing near you!

Markham, ON March 19, 2009 – Ontario's Wild Wing 50-store chain will soon boast the newest version of iSign's IMS 2.0 (Interactive Marketing Solution), debuted at last month's Digital Signage Expo in Las Vegas.

They are the first chain in North America to implement iSign Media's patent-pending Bluetooth technology for advertising their exclusive "Bluetooth" specials and promotions to their patrons. This interesting and unique method of reaching consumers sets them apart from their competitors.

Says Alex Romanov, President & CEO, iSign Media Corp "We are thrilled to announce this deal with Wild Wing. This new partnership further solidifies that mobile advertising is a growing and highly effective medium for advertising. Wild Wing is an innovative and forward thinking company and we are pleased to be associated with them."

"Interactive mobile advertising is based on the idea of behavioural target marketing. The solution is permission-based, the opt-in/opt-out nature in itself is attractive to the consumer. The IMS units report back to iSign's clients to capture data on consumer behaviour, tracking and creation of (anonymous) shopper profiles. This consumer behavioural information is incredibly valuable to our clients."

Advertising efforts need to be accountable. In addition, the trend towards mobile or online shopping and the growing drive to be 'green' and reduce our carbon footprint shows that iSign Media's Interactive Marketing Solution just makes good economic and green sense.

About iSign Media:

iSign Media Corp is an IBM Business partner, a member of Bluetooth's® Special Interest Group, and has patents pending worldwide. As a global leader in Interactive Marketing via Bluetooth® technology, iSign is proof of concept that Interactive Marketing works on a large global scale as a cost effective, accountable, marketing solution that is up to 100x less expensive than traditional forms of marketing, and is simultaneously effective at capturing consumer data, interest and response in real-time.

The IMS 2.0 is the next generation in Bluetooth proximity marketing. It features a Linux operating system, enriched content delivery capabilities, enhanced data capturing capabilities, enhanced security features all power packed into an even more customizable and flexible marketing tool.

For additional information on how iSign works or how we can power your next campaign, please visit www.isignmedia.com.

Contact:

iSign Media Corp 1-877-664-7446

www.isignmedia.com

About Wild Wing:

Wild Wing has become one of the fastest growing family restaurant franchises in Ontario. Their growth has been attributed to providing the freshest quality food, the best customer service, and the most unique atmosphere. With 50 stores and growing, Wild Wing boasts revenues of \$50 million CAD.

www.bestchickenwings.com