



iSIGN MEDIA SOLUTIONS INC. BECOMES AOPEN TECHNOLOGY PARTNER

Markham, Canada (December 10, 2009) – iSIGN Media Solutions (“iSIGN”) (TSX-V: ISD) announced today that has been accepted as an AOpen American Incorporated technology partner.

“Since becoming an AOpen technology partner in early 2009, iSIGN has increased awareness in mobile marketing return on investment. Interactive marketing can stretch ad revenues from the digital signage display or kiosk to proximal cell phone, smartphones and other mobile internet devices,” stated Alex Romanov, iSIGN’s Chief Executive Officer. “Ad revenues collected in this fashion are segments of new media integrated campaigns that can effectively leverage trends for the constant interconnected and mobile computing solutions that are emerging in our everyday lives. Cell phones are getting smarter and have become our constant shopping companions. Permission based interactive marketing reaches only pre-qualified customers, which can result in high conversion rates and optimized shopping experiences.”

An AOpen technology partner, the digital content broadcaster, iSIGN, offers permission-based, interactive marketing services with a clear-cut focus on “... becoming the leading interactive mobile advertising solution for advertisers, manufactures, retailers and advertising agencies worldwide.” iSIGN is able to close major advertising bids such as a recent order for 10,000 units in a massive worldwide retail chain thanks to their strong ad play metrics. iSIGN’s solutions include “virtual real-time analysis” – a form of data logging to derive metrics accurately. The ad play analysis also incorporates a Web-based proof-of-play service for the creation of reports that can be delivered to remote access points. iSIGN empowers true marketing return on investment – AOpen knows that proof-of-play is in the pudding: ad plays must be powered by commercial-grade platforms that can run 24/7 with 40,000+ MTBF (Mean Time Between Failures), states an AOpen release.

Together iSIGN and AOpen will collaborate to ensure that we offer the finest hardware and software combination possible to customers worldwide.

About iSIGN Media Solutions

iSIGN Media Solutions is a leading developer of location-based interactive proximity advertising solutions that deliver rich media, permission based messages, free of charge to cell phones using Bluetooth connectivity. The Company’s patent-pending advertising platform combines the precision of direct marketing and the tracking potential of the Web to deliver more cost effective and ROI-driven advertising than is possible via print, radio and television. iSIGN Media Solutions is based in Markham, Ontario with R&D and customer support operations in Vancouver, BC. Additional information about iSIGN Media can be found at www.iSIGNmedia.com.

About AOpen American Incorporated

In 2004 AOpen created Mobile on Desktop ("MoDT") as a breakthrough innovation to meet emerging markets for green IT solutions. Today, AOpen is the industry leader in manufacturing cost saving, energy efficient MoDT ultra small form factor components and customizable platforms with thousands of flexible options. Established in 1996, AOpen offers more than 10 years of manufacturing experience along with keen insights into industry trends that have helped drive AOpen's growth.

- ### -

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 Solutions' 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 Solutions' 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, including the matters discussed under "Risks and Uncertainties" in the Filing Statement filed on October 9th, 2009 with the regulatory authorities. iSIGN Media Solutions 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.

© 2009 iSIGN Media Solutions Inc. All Rights Reserved. All other trademarks and trade names are the property of their respective owners.

For more information contact:

Chiriga Derrick, Marketing Director, iSIGN Media Solutions Inc.
(905) 530-2405
chiriga@iSIGNmedia.com

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