
iSIGN Media collaborates with China's top retail chain, GOME, in the design of a new data reporting system for its Bluetooth advertising platform

MARKHAM, ONTARIO – January 8, 2010 – iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (TSX-V: ISD), today announced it has received confirmation that GOME Electrical Appliances Holdings Limited (“GOME”)(HKSE:493), China’s leading retailer, will work with the Singapore design team in designing an enhanced data reporting system that is currently being developed with financial assistance from the Singapore Government.

The back-end reporting system will allow retailers like GOME to monitor the ad take up rates by consumers and their interactions with specific ad content; capture certain demographic information; and measure the effectiveness of each campaign by specific broadcast unit in the store by integrating its data with point-of-sale information and maintaining a customer loyalty program.

“Having one of our major Asian customers offer to work with us to ensure that our reporting system meets their needs and requirements is a continued reaffirmation that GOME is committed to going forward with future installations in their stores after the new system is thoroughly tested,” said Alex Romanov, Chief Executive Officer of iSIGN. “We look forward to working with GOME to enhance their in-store shopping experience with our innovative advertising technology and promotions.”

About GOME

The GOME Group was founded in China in 1987. GOME Electrical Appliances Holding Limited was listed on the The Hong Kong Stock Exchange in July 2004 (HKSE: 493). It is the largest retail chain of electrical appliances and consumer electronics and the largest retail chain enterprise in China, with December 31, 2008 revenues of approximately US\$ 6,721million. GOME is primarily engaged in the retailing of electrical appliances and consumer electronic products in China. As of December 31, 2008, the Company operated 859 chain stores, including 76 flagship stores, 739 standard stores (including supermarkets) and 44 specialized stores, with stores in 205 first and second-tier cities in China and 151 distribution centers, including 39 in first-tier cities and 112 in second-tier cities. Additional information about GOME can be found at www.gome.com.hk.

About iSIGN Media

iSIGN 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 is based in Markham, Ontario with R&D and customer support operations in Vancouver, BC. iSIGN is publicly traded in Toronto (TSX.V) under the symbol "ISD". Additional information about iSIGN Media 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, including the matters discussed under "Risks and Uncertainties" in the Filing Statement filed on October 9th, 2009 with the regulatory authorities. 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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For more information contact:

Alex Romanov, Chief Executive Officer
(905) 530-2481
alex@isignmedia.com

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