



iSIGN Media to launch interactive, location-based advertising in Wild Wing Restaurants

Wild Wing becomes first restaurant chain to become a location-based interactive proximity advertiser in Canada

TORONTO, ONTARIO – January 14, 2010 – iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (TSX-V: ISD), today announced it has completed testing of its interactive proximity advertising solution with Wild Wing Restaurants, one of Ontario’s fastest growing family restaurant franchises. The two companies are now planning to launch the first iSIGN Media installation in January at Wild Wing’s latest location in Aurora, Ontario.

“Our customers are loyal and repeat visits are frequent,” said Robert Stewart, Wild Wing’s Chief Executive Officer. “iSIGN Media’s location-based interactive proximity broadcasting will develop greater customer loyalty with messages and coupons delivered directly to their mobile phones. Targeting customers with selected beverage and meal combinations and measuring their response will increase business and profits for years with a scalable iSIGN Media network as we grow.”

The plan entails expanding the iSIGN Media broadcasting system throughout the 60 store Wild Wing chain. Content and delivery schedules are now being tested and integrated with advertisers’ brands and food offer bundles. Wild Wing aims to be among the first restaurant franchisors to forego advertising printing and other logistic costs, resulting in a greener footprint for the chain. The messaging is free to the cell phone user as Bluetooth wireless communications is used to connect with the patron’s phone. The iSIGN Media platform can reach any diner within 1 to 300 feet of its advertising broadcast source. The result being that dining patrons will now be able to receive unique messages and offers via their cell phones before they order their favourite meal and beverage combo.

“The added benefit will be the interactive data aggregation with the iSIGN Media platform,” said Alex Romanov, CEO of iSIGN Media. “Our solution allows Wild Wing’s management to capture customer interactions and measure the effectiveness of each advertisement and promotion to maximize the value of customer relationships and ROI to the restaurants.”

About Wild Wing Restaurants

On March 17th 1999, Wild Wing, founded by Richard Smiciklas, took flight with a humble grassroots beginning in small town Sunderland, Ontario. Since then, Wild Wing has become one of the fastest growing family restaurant franchises in Ontario. The

company's growth has been attributed to providing the freshest quality food, the best customer service, and the most unique atmosphere. Whether one comes with family or friends one's visit is sure to be memorable. The company's award winning Chicken Wings are served in 101 flavours. The big salads, Wild fries, amazing appetizers and the tasty wraps are sure to curb one's appetite. Get'em to go or stick around and enjoy the atmosphere. Wild Wing restaurants are dressed up as old time saloons with pine covered floors. Large screen TV's for the sports enthusiasts and lively music from the Wild Tunes video jukebox will keep one's toes tapping! All Wild Wing restaurants are locally owned and operated by people who take pride in supporting their communities.

About iSIGN Media

iSIGN Media 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 is based in Markham, Ontario with R&D and customer support operations in Vancouver, BC. iSIGN Media Solutions Inc. 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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