

iSIGN Media and Skipton Group Inc. partner to develop Bluetooth enabled self-service point of sales kiosks for North American retailers.

MARKHAM, ONTARIO – January 20, 2010 – iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (TSX-V: ISD), today announced that it has partnered with Skipton Group Inc. (“Skipton”), a leading provider of IBM’s AnyPlace Kiosk and retail Point-of-Sale systems to integrate iSIGN’s patent pending messaging and data retrieving Bluetooth enabled software. Skipton is an IBM Premier Business Partner with over eleven years experience in servicing retail clients across North America.

The partnership goal is to integrate iSIGN’s Bluetooth OEM software solution into the IBM AnyPlace Kiosks, under a licensing agreement, which would then be able to deliver digital coupons, receipts and product information to customer’s smartphones and handheld devices within a defined proximity of the Kiosk.

“This will be an in store “DIGITAL GREETER” providing a unique method for delivering product coupons and information to opt-in customers and participating store loyalty program members.” adds Paul Bruce Co-founder of Skipton.

Additionally, data logging of coupons dispensed, consumer acceptance rates and the conversion to purchases for promoted items will be available in real time.

All messaging is delivered free of charge to consumers and will ultimately increase product sales as well as brand and store loyalty. “Our partnership will result in a much more versatile Kiosk service offering, providing convenience to shoppers and valuable data capture and management capabilities to retailers - similar to current solutions in development for the Asian and European marketplace,” according to Alex Romanov, Chief Executive Officer of iSIGN.

Both companies are planning to introduce the “Digital Greeter”, this February at the upcoming Digital Signage Exposition in Las Vegas, as well as other related retail technology venues.

SKIPTON GROUP INC.

Skipton is a leading provider of information technology infrastructure solutions and an IBM Premier Business Partner. With over eleven years assisting large Canadian Retailers, Skipton is uniquely positioned to provide, install and support state-of-the-art retail software and hardware solutions across North America. Additional information about Skipton can be found at www.skipton.ca.

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.

- ### -

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.

© 2010 iSIGN Media Solutions Inc. All Rights Reserved. All other trademarks and trade names are the property of their respective owners.

For more information contact:

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