



NEWS RELEASE

iSIGN Media Solutions Inc. announces receipt of its first purchase order from AOpen for 1,000 iSIGN IMS 3.0 Software Licenses and Transceiver Devices

TORONTO, ONTARIO – August 25, 2010 - iSIGN Media Solutions Inc. (TSX-V: ISD) (“iSIGN” or the “Company”) has received its first order from AOpen American Inc. (“AOpen”) under the OEM agreement that was entered into on May 4, 2010, for the first 1,000 Deluxe Edition location-based interactive proximity software licenses and accompanying transceivers.

“The iSIGN Transceiver is essentially a customized, range adjustable antennae that when attached to AOpen’s digital media players embedded with our IMS 3.0 software, will broadcast messages to Bluetooth® enabled mobile phones and capture shopper analytics ,” said Alex Romanov, iSIGN’s Chief Executive Officer. “We are pleased to receive the first of what we feel will be many orders from distributors for IMS 3.0 Transceivers, which will lead to the activation of our software in AOpen digital media players in first and second tier retail channels.”

The value of this initial order is \$175,000 USD. When these 1,000 software licenses are fully activated by the retailer, gross revenues to iSIGN will yield a minimum of \$2.7 million USD over the thirty-six month term.

About AOpen

As the pioneers of ultra small form factor (uSFF) components and customizable platforms, AOpen America, Inc. (<http://usa.aopen.com>) remains in the wheelhouse with its strategic alliances, setting the standard for vertical market solutions via Mini-ITX platforms that provide open architecture versatility, next-generation technology and unmatched value through huge energy cost savings and readiness compliance with ENERGY STAR and EPEAT. While remaining as the true leader in uSFF components and platforms, AOpen also provides a complete array of digital signage technologies for streamlined, end-to-end solutions in consumer-grade environments and provides scalable technologies ranging from cost-efficient nettop media players to their Digital Engine™ and XC Mini flagship lines. AOpen continues to drive Innovation Economy Technology™ (I-ET) in socially responsible, green IT solutions for offices, homes and mission-critical applications.

About iSIGN Media

iSIGN is a software developer of location-based interactive proximity 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 messages and advertising. 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.

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