



NEWS RELEASE

iSIGN Media Solutions Inc. congratulates Ashleigh McIvor on her Ski Cross Gold Medal Victory at the 2010 Winter Games

TORONTO, ONTARIO – February 24, 2010 – iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD), congratulates Ashleigh McIvor, iSIGN's sponsored Ski Cross athlete on her well deserved Gold Medal victory in Ski Cross at the 2010 Vancouver Winter Games.

"We are absolutely thrilled with Ashleigh's Gold Medal victory and commend her on a tremendous achievement," said Alex Romanov, iSIGN's Chief Executive Officer. "Her victory is bound to inspire young skiers everywhere to participate in Ski Cross. On behalf of all iSIGN employees, Ashleigh – well done and congratulations!"

"I'm so happy to be working with iSIGN Media, an innovator in mobile advertising," said Ashleigh McIvor. "Whether it's skiing or advertising, leading technology often provides the competitive edge. I trust that our connection will raise awareness for both SkiCross and iSIGN Media's technology."

"We're very proud to have been Ashleigh's earliest sponsor and to associate ourselves with SkiCross as she and her sport represent an exciting new dimension in competitive skiing, one that is attracting youthful audiences everywhere," said Alex Romanov, President and CEO at iSIGN Media. "The combination is much like our Company, focused on a new dimension in next generation advertising that is capitalizing on the popularity of mobile communications among young users."

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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