



NEWS RELEASE

iSIGN Media Solutions Inc. announces receipt of a new purchase order for 1,500 iSIGN IMS 3.0 Software Licenses and Transceiver Devices from a second major partner

TORONTO, ONTARIO – September 24, 2010 - iSIGN Media Solutions Inc. (TSX-V: ISD) ("iSIGN" or the "Company") has received its first order from BlueStar Inc. ("BlueStar") under the distribution agreement that was entered into on June 4, 2010, for the first 1,500 Deluxe Edition location-based interactive proximity software licenses and 1,500 transceivers.

"The iSIGN Transceiver is a customized, range adjustable antenna that when attached to any digital media player powered 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 BlueStar and their VAR's customers for IMS 3.0 Transceivers, which will lead to the activation of our software in all compatible digital media players in first, second and third tier channels."

The value of this initial order is \$262,500 USD. When these 1,500 software licenses are fully activated by the retailer, gross revenues to iSIGN will yield a minimum of \$4.425 million USD over the thirty-six month term.

About BlueStar

BlueStar is a leading solutions-based distributor of point-of-sale, bar coding, data collection, radio frequency identification (RFID), wireless mobility and security products. BlueStar works exclusively with Value Added Resellers ("VAR") partners, providing them with complete solutions at competitive prices. The company brings unequalled expertise to the market, offers award-winning technical support and is an authorized service center for a growing number of manufacturers. For more information please visit www.bluestarinc.com.

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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