



NEWS RELEASE

iSIGN Media Solutions Inc. closes Second Tranche of previously announced Private Placement

TORONTO, ONTARIO – December 30, 2010 – iSIGN Media Solutions Inc. ("**iSIGN**" or "**Company**") (TSX-V: ISD), is pleased to announce that it has closed the second tranche of a previously announced non-brokered private placement (the "**Second Tranche**"), raising gross proceeds of \$636,980.00.

iSign closed the Second Tranche for total gross proceeds of \$636,980. The Company completed the Second Tranche on December 30, 2010, by issuing 3,184,900 Units at a price of \$0.20 per Unit. Each Unit consists of one Common Share in the capital of iSIGN and one half of one Warrant. Each whole Warrant entitles the holder thereof to acquire one Common Share at an exercise price of \$0.30 per share until December 30, 2012. All securities are subject to a four-month hold period.

In connection with the closing of the Second Tranche, the Company paid cash commissions equal to ten percent (10%) of a portion of the gross proceeds realized by the Company from the Second Tranche. As additional compensation, the Company issued finder's warrants ("**Finder's Warrant**") equal to ten percent (10%) of a portion of the Units sold pursuant to the Second Tranche to arms length parties. Each Finder's Warrant entitles the holder thereof to acquire one Unit at a price of \$0.20 per unit per Finder Warrant held, until December 30, 2012. All securities are subject to a four month hold period.

The proceeds of the Second Tranche will be used by the Company to fund general working capital, including marketing and research and development.

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 and smart 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 Richmond Hill, 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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