



## NEWS RELEASE

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### iSIGN Media Announces a Grant of Options to Directors

**Toronto, Ontario – April 7, 2011** – iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (TSX-V: ISD) announces that it has granted an aggregate of 625,000 stock options at an exercise price of \$0.25 per share, to directors and officers of the Company.

The 625,000 options have a term of five years and have vesting restrictions. Ten percent of the company's 44,793,772 outstanding shares are reserved for issuance under the Company's stock options plan. This grant is subject to regulatory approval.

#### **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, while providing Business Intelligence to the client. 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 a business partner of AOpen America Inc., having an OEM agreement for the embedding of its IMS software in AOpen's digital media players and IBM, as their Solution Provider, POS All Models. iSIGN's software solutions are also distributed by BlueStar Inc. to their network of Value Added Resellers. iSIGN is publicly traded in Toronto (TSX.V) under the symbol “ISD”. Additional information about iSIGN Media can be found at [www.isignmedia.com](http://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 9<sup>th</sup>, 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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