



## INDUSTRY NEWS RELEASE

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### **iSIGN announces a Reseller Agreement with Dynasign**

**TORONTO, ONTARIO – November 8, 2010** - iSIGN Media Solutions Inc. (TSX-V: ISD) ("iSIGN" or the "Company"), is pleased to announce that it has entered into a reseller agreement with Dynasign Corporation ("Dynasign"), to integrate its Dynasign Digital Signage, Interactive Digital Signage and Kiosk application publisher and player software with our Ultimate Interactive Marketing Software ("IMS") package.

"The addition of Dynasign's publisher and player software into our Ultimate IMS solution gives clients the ability to very quickly and easily develop, deploy and measure signage, kiosk and proximity messaging all within one license," said Alex Romanov, iSIGN's Chief Executive Officer. "Users of our Ultimate package will now have the full benefits of our IMS solutions, including the gathering and real-time analysis of consumer responses to interactive digital signage, kiosk and proximity advertising, as well as the ability to inexpensively create their own signage and kiosk advertising layouts."

"We feel that Dynasign's software is a natural fit with our product and believe that its addition to our Ultimate IMS solution gives our clients the best value for their dollar," said Mr. Romanov.

"One of the challenges for digital signage applications in retail is consumer measurement and engagement," stated Mr. Alex P. Wang, Dynasign's President. "We're pleased to partner with iSIGN to integrate our digital signage content publishing and playback platform with IMS. We believe that iSIGN's Ultimate Interactive Marketing Solution provides an effective way of attracting and engaging consumers in today's competitive retail environment."

iSIGN will be presenting its IMS 3.0 software at the Customer Engagement Technology World trade show at the Javits Convention Centre in New York City on November 10 and 11, 2010. Both iSIGN and Dynasign will be a part of the AOpen America booth, number 421.

#### **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's business partners include 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 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](http://www.isignmedia.com).

## **About Dynasign**

Dynasign is a Silicon Valley based technology and service provider for the growing digital signage network market. Dynasign's mission is to provide a simple, effective and powerful digital signage technology and service platform to deliver targeted advertising and communications. Additional information about Dynasign can be found at [www.dynasign.net](http://www.dynasign.net).

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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'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 the Company'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. The Company 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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