



NEWS RELEASE

iSIGN Media announces the embedding of its IMS 3.0 software into AOpen's digital engines

Toronto, Ontario – December 13, 2010 – iSIGN Media Solutions Inc. ("iSIGN" or "Company") is pleased to announce that AOpen America Inc. ("AOpen") has commenced the embedding of iSIGN's Interactive Media Solution ("IMS") 3.0 software into their digital media players.

The partnership has led to the creation of the world's first multi-function media player, capable of providing content management, Bluetooth® message broadcasting and data logging of consumer responses into a single unit. Through the iSIGN enhanced signs, consumers are able to interact directly with marketers' messages through their mobile phones.

"Initially, AOpen is embedding our software into their newest digital media players, the MP45DU, DE45HG and DE7000 models prior to being delivered to their distributors and customers," said Alex Romanov, iSIGN's Chief Executive Officer. "This will result in faster and easier activation of our software by the end users, thus reducing time and costs. AOpen has advised that they will expanding their embedding program to include all of their models within the near future."

"We are excited about the possibility of extending the use of our media players and digital engines as support systems for location based advertising. For years, retailers have been looking for a methodology of providing real time delivery of couponing, promotions, and advertising in their stores that are targeted at the buying habits of their loyal customers. This is that solution and we believe that it will revolutionize loyalty systems," said Vernon Slack, Director of Business Development, for AOpen America, Inc.

This new partnership between AOpen and iSIGN Media signifies an important step forward, as it will provide the digital signage industry with both cost savings, added smarts and convenience never before available.

iSIGN's IMS 3.0 software solutions are the most economical method of broadcasting advertising messages and capturing data for immediate analysis that is available to advertisers. iSIGN's pricing ranges from \$130 to \$160 per month, depending upon the length of contract.

About AOpen

As the pioneers of ultra small form factor (uSFF) components and customizable platforms, AOpen America, Inc. (<http://usa.aopen.com>) remains in the wheelhouse with its strategic alliances, setting the standard for vertical market solutions via Mini-ITX platforms that provide open architecture versatility, next-generation technology and unmatched value through huge energy cost savings and readiness compliance with ENERGY STAR and EPEAT. While remaining as the true leader in uSFF components and platforms,

AOpen also provides a complete array of digital signage technologies for streamlined, end-to-end solutions in consumer-grade environments and provides scalable technologies ranging from cost-efficient nettop media players to their Digital Engine™ and XC Mini flagship lines. AOpen continues to drive Innovation Economy Technology™ (I-ET) in socially responsible, green IT solutions for offices, homes and mission-critical applications.

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 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.

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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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For more information contact:

iSIGN Media
Alex Romanov, Chief Executive Officer
(905) 530-2481

www.isignmedia.com
alex@isignmedia.com

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