



INDUSTRY NEWS RELEASE

iSIGN announces that its IMS 3.0 software is capable of being embedded into cable and satellite TV set-top boxes

TORONTO, ONTARIO – November 8, 2010 - iSIGN Media Solutions Inc. (TSX-V: ISD) ("iSIGN" or the "Company"), is pleased to announce that its Interactive Marketing Solution ("IMS") 3.0 software is capable of being embedded into Set Top Boxes ("STB") used by cable and satellite TV companies, thus allowing coupons and other communications to be delivered to consumers in their homes.

iSIGN's IMS technology can be leveraged within STB platforms supporting satellite, cable and IPTV for delivery of advertisements, product info, vouchers, etc. that is in sync with advertisements viewed by users. User's will be able to take content away from their viewing experience on their phone. This will make TV advertisements measurable and accountable in real-time to advertisers and their agencies.

"iSIGN will be the only company capable of delivering messages in both the digital-out-of-home and in-house markets while capturing consumer responses and data for analytical purposes in any language, for worldwide application," stated Alex Romanov, iSIGN's Chief Executive Officer. "With the combination of our patent pending software and back-end system, it will be possible for ads being shown on the TV to be synchronized with the messaging being broadcast by our software, allowing analytical information to be available within minutes of a commercial being run. TV stations would thus have the option up-dating messages being sent by our software to maximize ad campaign effectiveness."

iSIGN's recent out-of-home pilot tests has demonstrated that our technology has the lowest cost per confirmed and received message by viewers. Currently the iSIGN 3.0 solution is an OEM solution to AOpen America Inc.'s media players and is also distributed by BlueStar Inc. to its worldwide Value Added Resellers and their customers.

iSIGN plans to introduce this exclusive and low cost solution to broadcasters and ad agencies before the end of 2010.

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. iSIGN 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.

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 BlueStar

BlueStar is the leading global distributor of solutions-based ADC, Mobility, Point-of-Sale, RFID, Digital Signage, and ID & Security technology. BlueStar works exclusively with value-added resellers, providing them with complete solutions and business development support. 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 about BlueStar call 1-800-317-2323 or visit www.bluestarinc.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'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 9th, 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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