



NEWS RELEASE

iSIGN Media and luxury goods retailer, Little Switzerland, launch mobile phone interactive proximity advertising in the Caribbean

TORONTO, ONTARIO – February 4, 2010 – iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (TSX-V: ISD), today announced it has commenced the roll-out of its interactive proximity advertising solution with Little Switzerland, Inc., a leading specialty retailer of luxury items based in the Caribbean. The two companies successfully trialed the first iSIGN installation in early December at a Little Switzerland retail location in Saint Thomas, Virgin Islands. The retailer aims to use mobile phone based promotions, to personalize the buying experiences in stores as they interact with millions of tourists who visit the Caribbean each year.

“We have been experiencing consumers coming into our store with the ads on their phones and have seen sales pick up by the promotion offered in their Bluetooth message,” said Ursula Sfraga, Little Switzerland’s Interactive Marketing Manager. “The technology is really user-friendly and impressive. We look forward to creating compelling ads and propagating awareness using iSIGN’s media broadcasting platform.”

The plan entails expanding the iSIGN Media broadcasting system throughout the 20 plus store chain. Content and delivery schedules are now being tested and integrated. Little Switzerland aims to be among the first jewelry chains in the region to reduce advertising printing and other logistic costs, resulting in a greener footprint for the chain. The messaging is free to the cell phone user as Bluetooth wireless communications is used to connect with the patron’s phone. The iSIGN Media platform can reach anyone with a Bluetooth-enabled cell phone within 300 feet of its broadcast source.

Little Switzerland represents a growing trend among specialty retailers who are focusing on maximizing customer experience because shoppers are expecting more personalized buying experiences in stores from a merchandise, pricing, promotions and overall ease of buying experience. The automated and connected store in the future will incorporate more mobile phone technologies in the store experience because more consumers are increasing their product and promotions search via their phones. A recent Aberdeen Group survey of US retailers revealed that 30% of these retailers are now planning to utilize mobile-phone based retailing and advertising within the next 12 months.

"You need new technology and management tools to integrate the mobile phone shopper into the store experience," said Alex Romanov, CEO of iSIGN. "The real bonus of our broadcasting system is the interactive data aggregation. Our solution allows Little Switzerland's management to capture client interactions and measure the effectiveness of each advertisement and promotion to maximize value to their clients and ROI to each store."

About Little Switzerland

Little Switzerland is a leading specialty retailer of luxury goods in the Carribean with over 27 distinctively designed retail stores on eleven islands and operations in Key West, Florida. The products offered include a wide selection of high-quality jewelry, watches, crystal, china, gifts and accessories. For more information please visit www.littleswitzerland.com.

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 Markham, 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.

© 2009 iSIGN Media Solutions Inc. All Rights Reserved. All other trademarks and trade names are the property of their respective owners.

For more information contact:

Chiriga Derrick, Marketing Director, iSIGN
(905) 530-2405
chiriga@isignmedia.com

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.