



## NEWS RELEASE

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### **iSIGN Media Solutions Inc. announces two initiatives with Skipton Group Inc. for integration with IBM Anyplace™ Kiosk**

**TORONTO, ONTARIO – February 19, 2010** – iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (TSX-V: ISD), is pleased to announce that it has partnered with Skipton Group Inc. (“Skipton”) on two Original Equipment Manufacturer (“OEM”) initiatives for the IBM AnyPlace™ Kiosk.

As a software solutions partner, iSIGN will license its patent pending interactive proximity messaging solution to Skipton – a Premier IBM Business Partner with expertise in self-service technology solution design, integration and deployment – for the purposes of enhancing two innovative self-service offerings based on IBM's AnyPlace™ Kiosk platform. Consumers will soon be able to interact with two new kiosk innovations – a “Digital Greeter”, and an Interactive cosmetic try-on tool, dubbed, the ‘Virtual Makeover Kiosk’.

The *Digital Greeter*, designed for retail chains to virtually “greet” and communicate with consumers’ cell phones, offers loyalty membership coupons and brand advertising at no cost to the consumer.

“There is a very high demand for in-store promotional delivery methods that bypass printed leaflets and coupons while capturing consumer responses and participation,” states Alex Romanov, iSIGN's Chief Executive Officer. “This *Digital Greeter* will set the standard for interactive Bluetooth messaging technology with an exclusive host of shopper conveniences and unprecedented access to valuable shopper insight.”

An innovative hardware enclosure design for the *Digital Greeter* is in development by one of Canada's most innovative and trusted consumer packaged goods strategy consultants, The Central Group.

The *Virtual Makeover Kiosk* is powered by innovative cosmetic try-on application software. It is designed to provide North America's most prominent cosmetic retailers with an innovative and relevant solution to reach shoppers at the point of purchase in a market worth over \$20 billion annually.

iSIGN's licensed Bluetooth transmission solution is embedded in the kiosk to deliver user-relevant product offerings and brand-sponsored beauty tips directly to a shopper's mobile phone – providing an opportunity to influence purchase decisions in real time. iSIGN will power their interactive messaging solution on the IBM AnyPlace™ Kiosk platform, seen as the industry's most reliable, proven and supported self-service technology solution.

Retailers will be introduced to both the *Digital Greeter* and *Virtual Makeover Kiosk* at the Digital Signage Expo (DSE) in Las Vegas, booth #1450, February 24-25, 2010.

"This route to market – leveraging the contributing partners' complementary skill-sets with IBM's proven technology and iSIGN's innovative approach to reaching consumers – will be an industry first," adds Andy Bruce, Business Development Manager for Skipton Group. "Both kiosks are supported by scalable and customizable software platforms from industry leading independent software vendors."

iSIGN is now poised to become a software vendor to several other major enterprises this quarter.

#### **SKIPTON GROUP INC.**

Skipton is a leading provider of information technology infrastructure solutions and an IBM Premier Business Partner. With over eleven years assisting large Canadian Retailers, Skipton is uniquely positioned to provide, install and support state-of-the-art retail software and hardware solutions across North America. Additional information about Skipton can be found at [www.skipton.ca](http://www.skipton.ca).

#### **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](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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