



NEWS RELEASE

iSIGN Media Solutions Inc. Announces New Proposed Private Placement of Units

TORONTO, ONTARIO – October 6, 2010 - iSIGN Media Solutions Inc. (TSX-V: ISD) ("iSIGN" or the "Company") announced today that it has entered into an agreement with Byron Securities Ltd. as agent (the "Agent") to complete a best efforts private placement financing to raise up to \$2,000,000 (the "Brokered Offering"). Pursuant to the engagement agreement with the Agent, the Brokered Offering will be comprised of up to 10,000,000 units ("Units") of the Company at a price of \$0.20 per Unit, each Unit comprised of one common share of the Company and one-half of one common share purchase warrant ("Warrant"), with each whole Warrant exercisable into a common share of the Company at an exercise price of \$0.30 for a period of 24 months.

The closing of the Brokered Offering is expected to occur on or about October 22, 2010 and is subject to receipt of all necessary regulatory approvals including that of the TSX Venture Exchange.

The Company has agreed to pay the Agent a cash commission of 10% of the gross proceeds of the Brokered Offering and to issue broker warrants entitling the Agent to purchase that number of Units equal to 10% of the number of Units sold pursuant to the Offering. Such broker warrants will be exercisable at any time until the 24 month anniversary of their issuance at a price of \$0.20 per Unit.

The Company has also arranged for a non-brokered offering (the "NB Offering") of up to 1,250,000 Units at an issue price of \$0.20 per Unit, for gross proceeds of up to \$250,000. In connection with the NB Offering, the Company has agreed to pay finders a cash commission of 10% of the gross proceeds arranged for by such finders and finder warrants entitling such finders to purchase that number of Units equal to 10% of the number of Units sold pursuant to the NB Offering. Such finder warrants will be exercisable at any time until the 24 month anniversary of their issuance at a price of \$0.20 per Unit.

The closing of the NB Offering is expected within a week and is subject to receipt of all necessary regulatory approvals including that of the TSX Venture Exchange.

Proceeds of the Offering and the NB Offering will be used to fund general working capital, including marketing, and research and development.

The Company has also cancelled its previously announced financing (dated July 21, 2010) and put option with easyAd Group AG (dated September 27, 2010).

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 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.

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