



## NEWS RELEASE

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### **iSIGN Media Solutions Inc. announces a non-brokered private placement of up to \$250,000**

**TORONTO, ONTARIO – February 16, 2010 –** iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD), is pleased to announce a non-brokered private placement of up to \$250,000 in units ("Units") of the Corporation at a price of \$0.25 per Unit (the "Offering").

Each Unit will consist of one (1) common share and one (1) common share purchase warrant of the Corporation (each, a "Warrant"). Each Warrant permits the holder to acquire an additional common share of the Corporation at an exercise price of \$0.50 for a period of three (3) years from date of issuance.

The placement is expected to close on or before February 22, 2010, subject to the receipt of the approval of the TSX Venture Exchange. The proceeds will be used by the Company to increase its sales and marketing initiatives.

The Company would also like to announce that it has filed an application with the TSX Venture Exchange to amend the expiry date of the warrants which were issued pursuant to the non-brokered \$1.5 million private placement that closed on January 14, 2010. The Company intends to extend the expiry date of the warrants from January 14, 2012 to January 14, 2015. Each Warrant entitles the holder thereof to acquire one Common Share at an exercise price of \$0.45 per share.

Additionally, the Company announces that the previously announced brokered private placement with MGI Securities has been cancelled.

#### **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).

## **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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