



## NEWS RELEASE

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# iSIGN Media Receives \$3.0 Million Purchase Order From Pinpoint Media for 1,400 Licenses To Result in 85 Million Monthly Interactions, Largest Interactive Consumer Footprint in the World

iSIGN Media to Install Bluetooth- Enabled Proximity Marketing Solutions  
Across 1,400 Convenience Stores

**Toronto, Ontario – April 7, 2011** – iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD) is pleased to announce that it has received a purchase order from Pinpoint Media Group Inc. ("Pinpoint") to download 1,400 Interactive Marketing Solution ("IMS") 3.1 software licenses into their digital signage network located in convenience stores across Canada and that it has shipped an initial 500 Transceivers to Pinpoint. iSIGN's software is Bluetooth-enabled and allows digital signs to talk and interact with shoppers' mobile devices. Both companies estimate that their combined in-store solution will reach over 85 million consumers per month.

"The 500 Transceivers have been delivered and we expect to start their installation this week," said Enmanuel Rumbos, Pinpoint's President. "The IMS 3.1 software is in the process of being downloaded into our digital players/engines at selected convenience stores and we anticipate having the full installation of both the software and Transceivers completed by mid April."

### **Single Largest Interactive Audience Footprint in the World**

While the potential of reaching 85 million consumers with targeted advertising messages every month is significant in itself, the order will result in the single largest interactive audience footprint in the world to date. It is the first time that data from millions of subscribers, loyalty members and shoppers preferences, brand and sales metrics, can be collected, analyzed and measured in a single retail marketing solution, and at a very low cost to advertisers.

"Initially these installations will be used to gather metrics on mobile devices and shopper habits that we discover within proximity to each store," said Alex Romanov, iSIGN's Chief Executive Officer. "As we gather these metrics, Pinpoint's advertising agency will be approaching various advertisers and agencies as well as existing advertisers and brands on Pinpoint's digital signage network. As the advertisers sign on to our interactive system, activation will continue throughout the remaining stores across Canada. What is key to our IMS 3.1 solution is the ability to attract, transact and measure the advertising ecosystem in a very cost-efficient way. Essentially, we're offering a transaction cost of less than \$0.01 per consumer interaction. No other advertising solution can offer that."

iSIGN's IMS 3.1 solution allows businesses in many verticals to transform their digital signage into interactive consumer touchpoints, and allows consumers within a certain range (from 3 feet to 300 feet) to receive relevant and targeted content to consumers' Bluetooth-enabled mobile devices in the right place, at the right time, with the right message – to maximize the moment of influence.

Currently being tested by advertising agencies, entertainment companies, restaurants, sporting arenas and convenience stores and in negotiation with hotel groups, preliminary tests at selected convenience stores within the Pinpoint chain showed that iSIGN's software was identifying approximately 2,000 mobile devices (shoppers) per day. Based on these preliminary tests, it is expected that iSIGN's software will be identifying potentially 85 million mobile devices per month across the entire chain of 1,400 stores. This would result in Pinpoint's digital signage network, enhanced with iSIGN's software, having one of the world's largest interactive broadcast system of verifiable viewers.

It is expected that download rates for the advertising content being broadcast by iSIGN's marketing solution would start at approximately 5 – 7% and eventually reach the 20% and above range, resulting in at least 17 million registered users, accepting advertising, coupons, video and other rich media format downloads from iSIGN's software within the Pinpoint network, while allowing the Company's Business Intelligence software to gather information on the transactions generated.

When the 1,400 software licenses are fully activated, gross revenues to iSIGN will be \$3.0 million in the first year and a total of \$9.0 Million over the full three year term of iSIGN's agreement with Pinpoint.

#### **About Pinpoint Media Group Inc.**

Pinpoint is the largest owner/operator of in-store digital media in Canada. With a national footprint, Pinpoint reaches an average of 1.5 million consumers a day in our convenience store network, using state of the art technology to push relevant content. Our Point-of-Sales Integration allows us to trigger ads alongside the digital receipt on every transaction, delivering truly relevant content when it matters most. Pinpoint is present in 1,400 convenience stores across Canada, with just over 5,600 digital faces. We are the clear-cut market leader in convenience/gas retail, with 85%+ share of all volume in Quebec, 65%+ share in Ontario, and 60%+ in Western Canada. Our high impact product and services have been shown in numerous case studies, whether point of sale, brand or otherwise, to build sales and brand equity. Constantly expanding and improving our networks, we have won the City of Calgary's parks and recreation rights to deploy and manage their digital solution for a roll out expected to take place beginning in January 2011. Having multiple channels allows us to get an accurate insight into what moves the industry and where is going. Additional information about Pinpoint Media can be found at [www.pinpointmediagroup.com](http://www.pinpointmediagroup.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, while providing Business Intelligence to the client. 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 Richmond Hill, Ontario with R&D and customer support operations in Vancouver, BC. iSIGN is a business partner of 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 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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