



NEWS RELEASE

Pinpoint Media Group Inc., a Leading North American Digital Signage Network Provider Chooses iSIGN Media's IMS 3.0 Technology to Broadcast to Mobile Phones

Toronto, Ontario – December 20, 2010 – iSIGN Media Solutions Inc. (“iSIGN” or “Company”)(TSX-V: ISD) is pleased to announce that Pinpoint Media Group Inc. (“Pinpoint”), a Toronto based digital signage advertising network provider servicing 1,400 convenience stores in Canada has partnered with iSIGN to enhance its network.

iSIGN's Interactive Marketing Solution (“IMS”) 3.0 software will be embedded into the Mac's/Couche-Tard convenience store chain's digital signage network in Canada, commencing January 4, 2011, in Quebec first where it has over 85% of the market share in the convenience/gas retail market. Installations will follow in Ontario where it has a 65% share of the market and Western Canada, where it has a 60% share of the market.

The addition of iSIGN's patent pending proximity based interactive advertising solution will expand the reach of all signage advertising content to mobile phones, capturing shoppers' response and allow for real time analysis. Pinpoint will be the first major advertising footprint to include “Business Intelligence” data gathering to its advertising clients.

The Pinpoint network consists of 5,200 digital signs/faces and is contributing and influencing the \$8 billion in annual transactions from up to 1.5 million daily customers in Pinpoint enabled locations.

Once all signage is embedded and advertisers request activation of the IMS 3.0 software, annual revenues of just over \$8 million will be generated by iSIGN's monthly licensing fees. The embedding is an automated process, performed remotely, as is the activation which will be done throughout the network to engage advertisers.

“In 2011 Pinpoint Media will be the largest digital signage footprint offering all brand and service advertisers our iSIGN powered interactive messaging to mobile phones in proximity of each location to increase consumer awareness and spontaneous purchases in the Mac's/Couche-Tard chain,” said Alex Romanov, iSIGN's Chief Executive Officer. “This will increase sales and revenues for the stores, the advertisers and Pinpoint.”

“This will be a very unique ROI opportunity for our advertisers and will be instantly measurable as all signage is embedded and the IMS 3.0 software activated for advertisers,” said Emmanuel Rumbos, President of Pinpoint Media. “This is something that ad agencies and clients alike are constantly looking for in this emerging medium.”

"Advertisers on the Pinpoint signage network will be able to receive real-time feedback to each advertisement sent to shoppers' phones from every sign in each location," added Mr. Romanov. "Currently our IMS 3.0 software has demonstrated the ability to interact with 150,000 or more mobile devices per month from a single unit and we look forward to the volume of data we will capture in a chain with millions of customers monthly. Pinpoint's advertisers will be the beneficiaries of large volumes of confirmed responses to each advertisement. This is a marketer's dream."

Both executives were unanimous to add "that Pinpoint's network will have the instant advantage of being able to interact with millions of mobile phones per month, resulting in possibly the largest digital data gathering system to date, provided by and proving the power of location based interactive proximity advertising utilizing Bluetooth® enabled technology which is free of cost to consumers, doesn't impact their privacy while providing virtual real time feedback to clients for analysis for the planning of future planned marketing campaigns.

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 5,200 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.

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 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.

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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 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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