



## NEWS RELEASE

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### iSIGN Media Solutions Inc. Completes Private Placement

TORONTO, ONTARIO – November 30, 2010 – iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD), is pleased to announce that it has closed a private placement (the "Private Placement") that was previously announced on October 6, 2010, raising gross proceeds of \$767,040. The Private Placement consisted of a brokered portion (the "Brokered Portion") with Byron Securities Limited as agent (the "Agent") and a non brokered portion (the "Non-Brokered Portion").

iSIGN completed the Brokered Portion of the Private Placement on November 26, 2010, by issuing 2,000,000 units ("Units") at a price of \$0.20 per Unit for aggregate gross proceeds of \$400,000. Each Unit consists of one common share ("Common Share") in the capital of iSIGN and one-half of one common share purchase warrant ("Warrant"). Each whole Warrant entitles the holder thereof to acquire one Common Share at an exercise price of \$0.30 per share until November 26, 2012. All securities are subject to a four-month hold period.

In connection with the closing of the Brokered Portion of the Private Placement, the Agent received a cash commission equal to 6.3% of the gross proceeds realized by the Company from the Brokered Portion of the Private Placement. As additional compensation, the Company also issued 143,750 non-transferable compensation options ("Compensation Options"). Each Compensation Option entitles the holder thereof to acquire one Unit at a price of \$0.20 per Compensation Option held, until November 26, 2012.

The Company also wishes to announce the closing of the first tranche (the "First Tranche") of the Non-Brokered Portion of the Private Placement for total gross proceeds of \$367,040. The Company completed the First Tranche on November 30, 2010, by issuing 1,835,200 Units at a price of \$0.20 per Unit. Each Unit consists of one Common Share in the capital of iSIGN and one half of one Warrant. Each whole Warrant entitles the holder thereof to acquire one Common Share at an exercise price of \$0.30 per share until November 30, 2012. All securities are subject to a four-month hold period. It is expected that the Company will complete a second tranche of the Non-Brokered Portion of the Private Placement by December 15, 2010.

In connection with the closing of the First Tranche, the Company paid cash commissions equal to ten

percent (10%) of the gross proceeds realized by the Company from the First Tranche of the Non-Brokered Portion of the Private Placement. As additional compensation, the Company issued finder's warrants ("**Finder's Warrant**") equal to ten percent (10%) of the Units sold pursuant to the First Tranche of the Non-Brokered Portion of the Private Placement to arms length parties. Each Finder's Warrant entitles the holder thereof to acquire one Unit at a price of \$0.20 per unit per Finder Warrant held, until November 30, 2012. All securities are subject to a four month hold period.

The proceeds of the Private Placement will be used by the Company to fund general working capital, including marketing and research and development.

### **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 and smart phone 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 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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### **For more information contact:**

Alex Romanov, Chief Executive Officer (905) 530-2481 [alex@isignmedia.com](mailto:alex@isignmedia.com)

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