



NEWS RELEASE

iSIGN Media Solutions Inc. announces a non-brokered private placement of up to \$1,900,000

TORONTO, ONTARIO – July 21, 2010 – iSIGN Media Solutions Inc. (TSX-V: ISD) ("Corporation"), is pleased to announce a non-brokered private placement of up to \$1,900,000 in units ("**Units**") of the Corporation (the "**Offering**").

Each Unit will consist of one common share at \$0.25 and one 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 will include, a major investment by a key industry strategic partner and is expected to close on or before August 4, 2010, subject to receiving the approval of the TSX Venture Exchange.

The issue proceeds will be used for research and development, as well as for general working capital purposes.

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.

© 2010 iSIGN Media Solutions Inc. All Rights Reserved. All other trademarks and trade names are the property of their respective owners.

For more information contact:

iSIGN Media
Alex Romanov, Chief Executive Officer
(905) 780-6200, ext. 1
alex@isignmedia.com
www.isignmedia.com

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.