



NEWS RELEASE

Coming to Your Mobile Phone Very Soon, Say Hello to the Next Big Retail Marketing Trend: Proximity Marketing Comes to New York at NRF 2011

Toronto, Ontario – January 10, 2011 – iSIGN Media, which currently has the largest digital signage footprint in Canada with more than 1,400 locations served, reaching more than 1.5million shoppers per day, and 3rd largest in North America, will be at the **National Retail Federation’s 100th Annual Convention & Expo** in New York this week, **January 10–11, 2011**, showcasing the next big trend for retail and shopper marketing – *proximity marketing*.

New Decade, New Communication with Shoppers

Retailers in 2011 must communicate via mediums that consumers understand: Internet, digital displays and mobile. Proximity marketing’s combination of digital signage, interactive touch screens, and mobile integration allows retailers to send messages directly to consumers’ phones by automatically detecting their presence within close range (up to 300 ft) of a retail space and providing relevant and welcome content, such as coupons, promotions, videos and other rich media directly to shoppers’ mobile phones - upon their request.

The Most Hyper-Local Marketing Platform to Date

“Proximity marketing has taken location-based marketing to an unprecedented level of ‘local’ – truly hyper-local,” says Alex Romanov, CEO of iSIGN Media. “The ability to provide shoppers with bite-sized information that they can digest and use in real-time is the future of retail marketing. Proximity marketing empowers consumers with information they can use at their fingertips, while increasing revenues for the retailer.”

Proximity Marketing Will Become a Major Trend for Retail and Shopper Marketing in 2011

Instant connection: Retailers can connect with consumers as they are shopping, in-store and primed to buy. A recent study conducted by IBM found that **72% of consumers are more likely to take action after receiving a message while “on location”** compared with messages received off-site.

Mobile is everywhere: The average American **spends nearly three hours a day on their mobile phone**. Proximity marketing allows retailers to leverage the mobile channel as a way to connect with consumers *in location*.

Here and now: Because proximity marketing is done in real-time, retailers can manage and measure their campaigns immediately, helping them improve the effectiveness of advertising campaigns in the short and the long-term.

Respect for privacy: Retailers **avoid privacy issues** as proximity marketing uses Bluetooth™ technology and **does not involve consumers' email or phone numbers**. Consumers can opt-in if they want to receive SMS or email alerts as well.

You will not be charged for this message: Low cost of entry - retailers and consumers avoid any mobile carrier charges to deliver or receive marketing messages.

Retail Marketing Future

Proximity marketing can greatly improve the customer experience by providing relevant and targeted content, unique engagement options as well as advertising and promotions **before** the point of sale. It allows today's savvy and technologically-oriented consumer to engage, interact and transact how, when and where they wish to, while retailers can measure their marketing's effectiveness at every step of the way.

For more information about Proximity Marketing, to receive a copy of the whitepaper "**The Case for Proximity Marketing**," or arrange an interview with Alex Romanov, CEO of iSIGN to discuss retail marketing trends, please contact Vanessa Horwell at vanessa@thinkinkpr.com or 305.749.5342 ext. 232.

###

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, POA 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.

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.