



## NEWS RELEASE

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### **iSIGN Personal Area Network (“PAN”) Recruitment Application Connects Employers and Jobseekers Through Mobile Interactions**

*New Application from iSIGN Allows Employers and Recruiters to Reach Potential Employees In The Palm of Their Hands*

**Toronto, Ontario - May 9, 2011** iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (TSX-V: ISD) is pleased to announce a new mobile recruiting application that will help to change how job seekers and employers find each other, via a new application that taps into personal area networks. Leveraging this new solution, the application is opening new possibilities for employers and job seekers alike.

#### **Connecting Employers with Potential Employees Through Mobile Interactions**

Today, 85% of North American adults own a mobile phone and the average adult spends nearly three hours using their phone every day. As each generation becomes more connected and tech-savvy, the mobile channel has become essential for companies and organizations looking to effectively engage users and potential employees. The iSIGN recruitment application allows employers to do just that, by reaching job seekers directly in the palm of their hands.

#### **Engaging Job Seekers with Interactive Location-Based Targeting**

Using an interactive solution historically known as proximity marketing, the application works by automatically detecting users who are within close range of a location or PAN and sends them messages directly to their Bluetooth-enabled mobile phones. For employers looking to reach users closer to home, the recruitment application can be customized to target users who are within close range of a specific employer or agency. Companies and organizations can reach users within close range of a store, restaurant, or office building and encourage immediate action on the user's part – i.e. filling out a job application on-site. The iSIGN recruitment application allows employers to connect with job applicants at an ideal, mutually convenient time and place, for maximum impact. All such job offers can be further transmitted by the original recipient to friends and family members.

#### **Traditional HR, Reinvented for the Mobile Generation**

Offering a high-tech supplement to traditional human resources activities, the mobile application also helps employers cut down on the time and costs associated with hiring new employees. Particularly effective for employers seeking to hire applicants on a short time table, or for employers who often experience high employee turnover rates, the application reaches a wide range of job seekers quickly and very inexpensively. Unlike other advertising and recruiting tools, the iSIGN recruitment application also offers a high level of flexibility and gathers valuable business intelligence on job seekers' behaviours and responses to messaging. This data is automatically saved for future review, helping to shape marketing campaigns for maximum effectiveness and directly impacting employers' success by extension.

As with all of iSIGN's applications, these offers are also free to recipients, as it is based upon iSIGN's core patent-pending technology.

**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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