



NEWS RELEASE

iSIGN Announces Receipt of a \$450,000 Purchase Order

Toronto, Ontario – April 6, 2011 – iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (TSX-V: ISD) is pleased to announce that it has received a purchase order from Smart Card Marketing Systems Inc. (“Smart Card”) for an initial order of 400 Interactive Marketing Solution (“IMS”) 3.1 licenses and iSIGN Transceivers.

The order will be delivered over a period of fifteen months to Smart Card, whose business operating site, Velocity Money (“Velocity”) is a supplier of technology and payment systems to retailers across North America and Europe. Once the 400 software licenses are fully activated, iSIGN’s gross revenues from installations will be \$450,000.

“We are very excited about this opportunity with iSIGN Media Solutions Inc. and the potential market share available with their Bluetooth coupon and advertising technology,” stated Mr. Massimo Barone, Smart Card’s Chief Executive Officer. “We are also very impressed with the functionality and consumer response in pilot trials. We are constantly seeking and testing innovative new technology that we can integrate that will give our merchants the edge to achieve new levels of customer retention that will capitalize on Point of Presence mobile advertising in a retail environment.”

About Smart Card Marketing Systems Inc.

Smart Card Marketing Systems Inc. is a leading provider of prepaid debit card, value smart storage cards and payment processing services. Smart Card owns and operates the Payment Gateway (www.velocitymoney.com), a full service transaction platform with ACH, EFT, Bill Pay, email pay and customer data-log manager. The company’s mission is to empower the merchant with a full suite of payment solutions to facilitate Business to Business and Business to Consumer payment transactions in multiple currencies. Additional information can be found at www.gosmartcard.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, 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.

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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