



## NEWS RELEASE

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### **iSIGN Media provides a progress update on its IMS software version 3.0 development and Head Office relocation.**

**MARKHAM, ONTARIO – April 20, 2010** – iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (TSX-V: ISD), today announced that its IMS Version 3.0 is complete and its expected release date is April 30, 2010.

The completion of version 3.0 will allow for the integration of our patent pending Bluetooth ® OEM software solution into IBM's AnyPlace Kiosks and retail Point-of-Sale systems. This integration will allow for the delivery of digital coupons, receipts and product information to customer's smartphones and handheld units within a defined proximity of the Kiosk. This software version 3.0, will tie into our planned backend system for clients to provide a full range of management reporting and analytical tools. This allows clients to view and interpret information collected by our reporting system, resulting in improved Business Intelligence. Our backend system is a unique feature for handheld devices demonstrating enhanced customer profiles.

“All messaging is delivered free of charge to consumers and will ultimately increase product sales as well as brand and store loyalty,” according to Alex Romanov, Chief Executive Officer of iSIGN. “Integrating our software with Kiosks will result in a much more versatile Kiosk service offering, providing convenience to shoppers and valuable data capture/management reporting. These analytical tools for retailers are similar to current solutions that we are completing for the Asian and European marketplace,” according to Alex Romanov, Chief Executive Officer of iSIGN.

iSIGN is also pleased to announce that it will be relocating its head office into the offices of Skipton Group Inc. (“Skipton”), at the start of July 2010.

“Moving into Skipton's offices will be of great benefit to iSIGN,” stated Alex Romanov, iSIGN's Chief Executive Officer. “It will allow for a much closer working relationship with Skipton who is a leading provider of information technology infrastructure solutions and an IBM Premier Business Partner. This will result in a faster integration of our software into IBM's Anyplace Kiosk and retail Point-of-Sale systems.”

#### **SKIPTON GROUP INC.**

Skipton is a leading provider of information technology infrastructure solutions and an IBM Premier Business Partner. With over eleven years assisting large Canadian Retailers, Skipton is uniquely positioned to provide, install and support state-of-the-art retail software and hardware solutions across North America. Additional information about Skipton can be found at [www.skipton.ca](http://www.skipton.ca).

## **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 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](http://www.isignmedia.com).

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## **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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