



## NEWS RELEASE

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### **iSIGN Media Solutions Inc. and easyAd Transaction**

**TORONTO, ONTARIO – September 27, 2010** - iSIGN Media Solutions Inc. (TSX-V: ISD) ("iSIGN" or the "Company"), has decided after recent key sales developments and orders, totaling \$7.38 million US over three years, from its major partners AOpen and BlueStar to cancel the easyAd Group AG transaction previously announced July 21, 2010.

"Our Board of Directors and management team now believes that it would be in the best interests of the Company and its shareholders to move forward without the proposed option agreement," said Alex Romanov, iSIGN's Chief Executive Officer. "iSIGN is gaining a lot of traction and attention for its unique patent pending technology and looks forward to deploying the solution to retailers worldwide with our major partners such as IBM, AOpen, BlueStar and Skipton."

#### **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 Richmond Hill, 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'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 the Company'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. The Company 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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