



NEWS RELEASE

iSIGN Revolutionizes In-Room Delivery of Digital Coupons via Broadcast, Satellite, Cable and IP TV

Patent pending solution links TV audio with cell phones and enables TV advertisers to serve consumers with instant offers that can be redeemed online or at a physical retail outlet

TORONTO, ONTARIO – May 30, 2011 – iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (TSX-V: ISD) today announced the availability of its *CouponIO* device, a tiny black box featuring its patent-pending IMS software technology and hardware co-developed with AOpen America (“AOpen”). Using a built-in microphone, the device listens to TV audio and when it hears that an ad is being played for which it has a corresponding coupon, it will (with opt-in) transmit the coupon to any discoverable phone within coverage that has Bluetooth on. The result is the world’s first in-room digital coupon delivery service using TV content as a distribution trigger.

“We’re excited to introduce this new digital retailing technology which is expected to change the face of TV advertising and couponing forever,” said Mr. Alex Romanov, Chief Executive Officer at iSIGN. “We’re essentially Groupon for TV. I can easily foresee the next Shopping Channel to be a coupon channel with network operators earning fees from not only advertising but also participation in the transaction value from resulting sales facilitated by these coupons. This is revolutionary to the television and advertising industries while providing ultimate convenience and gratification for consumers.”

iSIGN has been meeting with TV networks, hardware manufactures, and advertisers to establish an ecosystem of partners to launch the new digital coupon service. The device can be provided free to consumers by network operators and advertisers.

According to Nielsen the average American spends as much time surfing the web as he or she does surfing channels on TV, at approximately 13 hours per week. Many viewers communicate via their mobile phones while watching TV. As TV viewership transforms into a more engaged, interactive, and on-demand experience the opportunity for services like *CouponIO* increases to leverage TV with other devices. With volume the Company aims to eventually release *CouponIO* as a chipset that can be embedded in virtually any digital consumer appliance, including next generation TVs.

Due to recessionary times the coupon marketplace is on a major growth path. According to NCH Marketing Services, the printed consumer packaged goods coupon distribution in the US alone represented nearly 332 billion coupons with 3.3 billion being redeemed last year. Over 87% of the coupons were distributed in free-standing insert coupon booklets with average face value of \$1.46. While the printed business showed nearly 7% growth, Kantar Media Group reports that digital coupon space grew by 60% representing just 1% of total distribution in the US. Innovations in digital and mobile distribution have greatly popularized clipping coupons among younger audiences with

more discretionary incomes. The key is that redemption rates with digital coupons are at least twenty times higher than free-standing inserts and their face values are substantially higher as well.

"We believe we have the ideal model to deliver consistent advertising ROI with the ability to monitor the number of phones in the room, the type of phone used, and time of day among other characteristics," added Mr. Romanov. "This data alone could fundamentally change the coupon marketplace within the next two or three years."

CouponIO uses a telephone line to ping iSIGN's extensive analytics backend. The system tracks digital coupon redemption with participating advertisers and using an administration panel, they are able to see results in real-time and tune their offers to increase retail traffic and sales. iSIGN provides the device and measurement service to network operators and advertisers for a licensing fee.

"Brands are constantly striving to make an impact early with communications that provide value and engagement beyond the traditional 30-second commercial," said Mr. Dale Tsai, President of AOpen America. "With TV increasingly becoming a multi-platform viewing experience this requires more careful orchestrated programming. With *CouponIO* advertisers now have an important tool to incorporate in their marketing plans to create new business and engage consumers."

iSIGN along with its partner AOpen, will be attending the InfoComm11 show June 15th to 17th in Orlando, Florida.

About AOpen

As the pioneers of ultra small form factor (uSFF) components and customizable platforms, AOpen America, Inc. (<http://usa.aopen.com>) remains in the wheelhouse with its strategic alliances, setting the standard for vertical market solutions via Mini-ITX platforms that provide open architecture versatility, next-generation technology and unmatched value through huge energy cost savings and readiness compliance with ENERGY STAR and EPEAT. While remaining as the true leader in uSFF components and platforms, AOpen also provides a complete array of digital signage technologies for streamlined, end-to-end solutions in consumer-grade environments and provides scalable technologies ranging from cost-efficient nettop media players to their Digital Engine™ and XC Mini flagship lines. AOpen continues to drive Innovation Economy Technology™ (I-ET) in socially responsible, green IT solutions for offices, homes and mission-critical applications. AOpen is a division of Acer Inc, which is turn is a part of the Wistron Corporation, a US \$17.1 billion (2009 revenue) company that trades on the Taiwan Stock Exchange.

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. The Company's business partners include 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. The Company 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.

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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 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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