



## NEWS RELEASE

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### **iSIGN Media Solutions Inc. updates its non-brokered private placement of up to \$1,900,000**

**TORONTO, ONTARIO – August 6, 2010** - iSIGN Media Solutions Inc. (TSX-V: ISD) ("iSIGN" or the "Company") would like to announce that, further to its press releases dated July 21 and 26, 2010, the closing date for the proposed private placement of up to \$1.9 million in units has been amended from August 4, 2010 to August 18, 2010 or such other date as the Company may determine.

In addition, the Company would like to clarify information in its press release dated July 26, 2010. As previously reported, Wingroup Invest AG ("Wingroup") has been granted an option to acquire an additional 41% of the issued and outstanding common shares of the Company. The option, if exercised by Wingroup, will be exercised by way of a private placement and through the issuance of such number of common shares from the Company's treasury such that Wingroup will own, in the aggregate, 55% of the issued and outstanding common shares of the Company after the completion of the private placement. Wingroup may exercise its option by way of a share exchange with easyAd group AG ("easyAd") whereby the Company will acquire an ownership interest in easyAd in exchange for the issuance of the shares pursuant to the exercise of the option to easyAd. For additional information on easyAd, investors are encouraged to review the Company's press release of July 26, 2010.

The issuance of the common shares pursuant to the exercise of the option will be subject to a number of conditions, including, but not limited to: (i) the receipt of all requisite approvals from the directors of the Company and Wingroup, (ii) the receipt of shareholder approval from the majority of the shareholders excluding Wingroup' (iii) the receipt of all requisite regulatory approvals including the TSX Venture Exchange, and (iv) ensuring the terms of the private placement are compliant with all of the terms of the policies of the TSX Venture Exchange.

For complete details of the private placement and the option, investors are encouraged to review the press releases dated July 21 and 26, 2010.

#### **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 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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