



## NEWS RELEASE

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### iSIGN Media Announces Strategic Partnership With Visibility Agency, ThinkInk

**Toronto, Ontario – December 15, 2010** – iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (TSX-V: ISD) is pleased to announce a new strategic partnership with ThinkInk Communications, LLC (“ThinkInk”) to act as iSIGN’s public relations agency of record starting on December 1, 2010.

Chief Marketing Officers and marketers are looking to more immediate and effective options for reaching consumers and they’re turning to the highly targeted and personal medium of mobile. The mobile medium has gained tremendous traction and acceptance by both marketers and consumers over the past 18 months. New developments in technology have enabled iSIGN to offer its clients proximity-based mobile marketing messages, which can offer a much greater conversion rate than traditional forms of advertising, and even greater than traditional mobile marketing campaigns. As interest in iSIGN’s product continues to grow, the company recognized the need for a strategic partner to increase awareness of the importance of proximity-based marketing and of the company’s technology.

“iSIGN is a young, dynamic company with exclusive patent pending software. We offer a solution that allows advertisers to communicate with consumers directly through their Bluetooth® enabled mobile phones and to capture and analyse responses in real time,” said Alex Romanov, iSIGN’s Chief Executive Officer. “Now is the time for us to increase awareness of our company and our Interactive Media Solution (“IMS”) software. ThinkInk’s expertise in the mobile marketing arena and passion for the medium makes their team a perfect fit.”

“iSIGN’s IMS software offers marketers an incredible opportunity to leverage the always-on nature of mobile marketing, combined with its proximity-based technology to drastically increase the effectiveness of any campaign,” said Vanessa Horwell, Chief Visibility Officer at ThinkInk and one of Mobile Marketer’s Women to Watch in Mobile for 2010. “We are very excited to be working with iSIGN, as they are at the forefront of proximity-based marketing and we recognize their huge contribution to the marketing industry overall.”

ThinkInk will be handling media outreach, conference management and public relations counsel for iSIGN.

For more information about the partnership or to arrange an interview with iSIGN or ThinkInk to discuss proximity and mobile marketing trends for 2011, please contact Vanessa Horwell at [vanessa@thinkinkpr.com](mailto:vanessa@thinkinkpr.com) or 305.749.5342 x 232.

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### **About ThinkInk**

ThinkInk is a specialised public relations firm dedicated to increasing the visibility of companies in the mobile marketing, loyalty and advertising industries through earned media strategies. The company's purpose is to help build reputations and relationships for its clients, to tell their stories to the world and to make them visible where it counts most. Headquartered in Miami with locations in Dallas, Toronto, London and Brisbane, ThinkInk provides strength by being focused on only several industries; strong media relationships in key markets; attention to and quick identification of emerging trends; responsiveness to changing client, media and market conditions; and a global perspective from a team of multicultural and multilingual professionals. More information can be found at [www.thinkinkpr.com](http://www.thinkinkpr.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. 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](http://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 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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