

NEWS RELEASE

AOpen and iSIGN Media Solutions Inc. announces availability of Bluetooth® wireless technology at Digital Signage Expo 2010 *Expo Set for February 23 - 25 in Las Vegas; to feature innovations in Digital Signage including AOpen and iSIGN*

San Jose, California – February 19, 2010 - AOpen, the world-leading ultra small-form-factor (uSFF) computer system manufacturer and digital signage solution provider has partnered with iSIGN Media Solutions Inc. ("iSIGN") ("TSX-V: ISD"), a global leader in interactive marketing via Bluetooth® technology at the upcoming Digital Signage Expo 2010 in Las Vegas on February 23 to 25, at booths 1043 (AOpen) and 1450 (iSIGN). iSIGN will be running their highly customizable and scalable software that enables businesses to reach prospects with promotional campaigns and other relevant content at no cost to the consumer using AOpen's media player, MP45-DU.

iSIGN's software solution provides individuals within relative proximity of a particular destination, retail store, or area that can receive these media-rich messages the ability to enable their Bluetooth® in order to receive these ads. "What's great about our solution paired with AOpen's hardware is that it offers customers the convenience and interaction of viewing these marketing campaigns by the simple touch of activating one's Bluetooth®," says Alex Romanov, iSIGN's Chief Executive Officer. "The MP45-DU provided exactly what we needed in building a solution that is interactive and captures consumer responses to all advertising messages in real time."

"When we found out that iSIGN chose our hardware to build their solution, we were thrilled," says Dale Tsai, president of AOpen America. "Especially in this day and age when consumers are attached to their hand-held device. iSIGN's solution is just what we need – not only does it deliver low-cost mobile advertising, but it is also interactive and informative to the consumer."

Running iSIGN's solution is the MP45-DU – AOpen's Energy Star certified XC mini that is known for its versatility and green initiative. The MP45 optimizes the Core™ 2 Duo with the Intel® GM45+ICH9M (Montevina) chipset and GMA X4500 graphics engine for stunning 1080p HD and Blu-ray playback, high-speed wireless and Bluetooth®. At a mere 1.36L and 2.4 lbs, the MP45-DU platform powers the world's smallest and cost-efficient workstation PC's that can double as HD media players.

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.

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.

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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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