



NEWS RELEASE

iSIGN Media and its Reseller LED Solutions Provide an Update

Toronto, Ontario – February 2, 2016 - iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD) (OTC: ISDSF), a leading provider of interactive mobile proximity advertising solutions is pleased to provide an update from its reseller LED Solutions Manufacturing Inc. ("LED").

Training of LED's staff on the Smart Antenna and iSIGN's patented technology was completed by iSIGN's technical staff by mid-January. LED's staff involved in the training, included those in the fields of: Installation; IT and Networking; Content and Ad Creation; Backend Systems and Data Management; and Sales and Business.

LED has added an 'Intelligent Sign' page to their website (www.ledsolutions.ca). This page, as well as LED's home page, now features several iSIGN videos and sections on 'How it works' and 'What it does'.

LED has delivered a Purchase Order for 100 Smart Antennas and took possession of 10 units in December 2015. These units will be used primarily for testing and sales demonstrations. The additional 90 units will be deployed as part of the early sales activities currently taking place.

LED's initial installation of Smart Antennas to create the industry's first 'Intelligent Signs' will be in the downtown core of Toronto, Ontario. This installation will initially be counting traffic and gathering information on the time spent within range of the Intelligent Signs.

LED has identified several of their clients that it will be immediately targeting, both in Canada and the United States for presentation of the 'Intelligent Sign' and have acknowledged sales targets of at least 1,000 Smart Antennas by the end of 2018.

"The 'Intelligent Sign' gives our clients access to iSIGN's pivotal emerging technology, which combined with our existing services, allows us to enhance our client's brand presence and also provide proactive marketing with real time metrics and traffic analysis," said Mr. William Large, a principal of LED Solutions. "Having an exclusive with iSIGN for their hardware and technology in our industry is a great competitive advantage for us."

LED's signage clients include multi-national chains such as Cineplex, H&R Block, CAA, Mastermind Toys, Delta Hotels, Rio-Can, Investors Group, Sheridan Hotels, Scotiabank and Sears.

iSIGN's Smart Antenna is a commercial quality unit, that is waterproof and fully tested to operate within extreme temperature ranges of -40 to +180 degrees Fahrenheit, that does not involve apps and the related downloads and the requirement to surrender personal and private information in order for messages to be received, viewed and acted upon. There is no cost to the recipient to connect to or receive messages from our solution, as messages are delivered by Bluetooth and Wi-Fi. The information gathered by our Smart Antenna and patented technology is completely anonymous, in that it cannot in any way identify the individual that our technology

is interacting with. Some of the information gathered includes the make and model of the mobile device; acceptance or rejection of messages; date, time and location of each interaction; and time spent within range of our system. All of this 'Big Data' is of considerable interest to users of our technology, as well as to data integrators.

About iSIGN Media

iSIGN Media, based in Toronto, is a data-focused, software-as-a-service (SaaS) company that is a pioneering leader in gathering point-of-sale data and mobile shopper preferences to generate actionable data and reveal valuable consumer insights. Creators of the Smart suite of products, a patented interactive proximity marketing technology, iSIGN enables brands to deliver targeted messaging, personalized offers and loyalty perks to consumers' mobile devices in proximity and with real-time proof of redemption. iSIGN's data gathering capabilities provide analytics on price points, typical purchases, in-store dwell time and other shopper metrics that identify emerging consumer behaviors. These insights enable smarter business decisions and provide increased ROI metrics for more transparent marketing. iSIGN delivers relevant, timely messages on an opt-in basis at no charge to consumers, transmitting rich media to consumer mobile devices via Bluetooth® and WiFi connectivity in complete privacy as opposed to iBeacons, apps, downloads and required surrendering of personal information. Proven to increase brand engagement and customer loyalty, iSIGN generates preference-based, predictive "clean data" without compromising consumer privacy. Partners include: IBM, Keyser Retail Solutions, Baylor University, Verizon Wireless, TELUS and AOpen America Inc. www.isignmedia.com

About LED Solutions

LED Solutions, based in Hamilton, Ontario, has evolved and expanded from its beginnings as a full-service sign company to a position where our reach has become nationwide, with an expanded suite of products, services and technology being offered to a growing and changing customer base. Our customers are corporations, property managers, retail franchises, and governments. We provide cost efficient signage and installation nationwide and offer our clients proprietary software and skilled personnel to manage their signage and lighting programs. www.ledsolutions.ca

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