



NEWS RELEASE

iSIGN Media and their Reseller Dynamic Digital Announce Finalization of an Initial 2,000 Location Installation

Toronto, Ontario – July 9, 2015 - iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD) (OTC: ISDSF), a leading provider of interactive mobile advertising solutions that serves brands, commercial locations, retailers and service providers throughout North America and their North American reseller Dynamic Digital Sign Solutions, LLC ("DDSS") today announced that they are in the process of finalizing a 2,000 location installation, including convenience stores and gas stations for the advertising purposes of nationally known brands and other advertisers, expected to reach an audience of up to 4 million mobile devices per day.

This initial installation would be into sites where DDSS currently has access through its affiliation with companies that service clients' electronic devices, including automated teller machines ("ATM") and point-of-sale equipment ("POS") and would utilize iSIGN's award winning Smart Antennas.

DDSS is supplying iSIGN with a detailed list of 2,000 plus locations for review by various brands and advertisers, including the four major brands who recently completed their trials at Golden Pantry Food Store ("Golden Pantry") locations in the greater Atlanta, Georgia area.

This 2,000 location expansion of the National Mobile Network ("NMN") could potentially lead into a future expansion into the remainder of DDSS's 200,000 locations. Further installations would be dependent upon brands and advertisers contracting to use the Smart Antennas for the delivery of advertising content to mobile devices.

Given that the brands involved in the Golden Pantry trials realized a sales lift ranging from 10 to 26% during the three month trial period from the use of iSIGN's Smart Antennas, iSIGN is confident in their expectations that this 2,000 unit expansion will lead into further expansions of the NMN.

"We expect to announce that the initial advertising use of this 2,000 network will be by the brands who trialed our technology at the Golden Pantry," stated Mr. Alex Romanov, iSIGN's Chief Executive Officer. "We expect that as other advertisers see the success that these major companies are having, we will rapidly grow the number of advertisers on our Smart Antennas and that the NMN will greatly expand in size."

"We have the Smart Antennas in inventory and they can quickly be installed by DDSS, once the advertisers pick the locations that they wish to advertise from," added Mr. Romanov.

iSIGN's patented technology and award winning technology, is the perfect solution for commercial enterprises wanting to engage with shoppers in proximity to their location. iSIGN's proximity marketing solutions are cost effective and does not require a costly investment in the construction and maintenance of apps. Nor does it require individuals to download material in order to receive advertising messages. In addition, the existing NMN installations of Smart Antennas in Marathon Convenience Store/National Oil locations in Indiana and Ohio resulted in increased foot traffic of 10 to 12% and led to increased store purchases and resulting higher revenues and profit margins for the stores.

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.

About Dynamic Digital Strategic Solutions, LLC

Dynamic Digital Strategic Solutions, LLC ("DDSS"), a subsidiary of Dynamic Digital Sign Solutions, LLC has been active in the automated equipment, ATM, and digital signage industry for 17 years. With their affiliation with large scale ATM owner and provider networks as well as the convenience store and hospitality industries they bring exceptional site and brand opportunities to this technology. More recently their value-added services have expanded into prepaid VISA® and MasterCard® branded Debit card payroll programs, and discount healthcare card platforms for dental, vision, TeleDoc and prescription. Through strategic alliances with multiple North American companies with a customer base exceeding 11 million, DDSS offers a premier value-added service portfolio to North American companies, particularly in the hospitality, travel, hotel, restaurant, and convenience store sectors. Marketing efforts recently expanded internationally due to peaked interest overseas. In today's fiercely competitive climate, companies are vying for an edge for both loyal customers and talented workforce. The DDSS suite of turnkey solutions offers companies unique and powerful means to attract and retain loyal personnel, and bolster customer base and profitability. This results from simplified systems processes and cost containment on the payroll side, and introduction of the exceptional alternative of discounted dental/vision/Teledoc and no-fee discounted prescription to traditional insurance for healthcare assistance. All of this is delivered for dramatically low cost to the card end-user, with little to no effort on the part of the company. Additionally, the large majority of the un-banked and under-banked employees receive their first ever opportunity to have a Debit card they can use with most any ATM, point-of-sale, and internet-enabled device. DDSS is headquartered in Hamburg, NY. www.ddsglobal.com