

November 27, 2012

# **iSIGN Media Announce an Exclusive Distribution Agreement with GraphicMedia and LOI with Keyser Industries**

**Toronto, Ontario – November 27, 2012** - iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (TSX-V: ISD) (OTCQX: ISDSF), a leading provider of interactive mobile advertising solutions that serves advertisers, manufacturers, retailers and advertising agencies throughout North America and GraphicMedia, Inc. (“Graphic”), are pleased to announce the signing of an exclusive distribution agreement (the “Agreement”).

Graphic is appointed as iSIGN’s exclusive distributor throughout North, Central and South America and in any other global locations arising from the needs of their customers through existing reseller agreements. The Agreement is for a five year period subject to minimum performance/revenue, renewable for an additional five years.

Graphic has been working with iSIGN and is in negotiations with several major end users for iSIGN’s Smart Antennas and related software. As part of the Agreement, Graphic has signed an initial purchase order for \$3 million, representing 6,000 Smart Antennas to be delivered within the next six months.

Concurrently, and in cooperation with Graphic, iSIGN has signed an LOI with the Keyser Industries (“Keyser”) for exclusive rights to the installation and deployment of iSIGN’s Smart Antenna hardware and Interactive Marketing Solution Software. A definitive agreement is expected to be completed within the next three (3) weeks.

“Graphic has quickly grasped that our system is more than a delivery channel for ads and messaging and that the true strength of our software and Smart Antenna is in the brand, shopper and consumer information that our system gathers and delivers,” stated Alex Romanov, iSIGN’s Chief Executive Officer. “Our software and backend reporting system allows for the gathering, processing and organizing of vast amounts of data and turns this into useful Business Intelligence tools for advertisers and retailers.”

“We have been in the printing and signage industry for over twenty years and we see the efficiencies that proximity messaging gives clients and the almost instant real-time metrics that customers can use to increase their ROI,” stated Mr. Ron Leman, President and Chief Executive Officer of GraphicMedia, Inc. “We believe that iSIGN’s product is a game changer for retailers and advertisers. From our presentations, we see the interest that iSIGN’s Smart Antenna is generating and we know that it is growing, which motivates our desire to become more closely aligned with iSIGN.”

**About iSIGN Media**

iSIGN Media is a North American leader in multiplatform advertising solutions that utilize Bluetooth, Mobile, WiFi and Location-Aware technologies to deliver rich media, permission-based messages to engage consumers more deeply and cost-effectively. The resulting business intelligence and real time metrics, gathered through iSIGN's patent-pending advertising platform, deliver insights into emerging consumer behaviors that help advertisers measure their efforts and make better business decisions to increase ROI and customer loyalty. Headquartered in Richmond Hill, Ontario, with R&D and customer support operations in Vancouver, BC and Tampa, FL, the Company has also grown to become the largest owner/operator of in-store digital media in Canada with 5,600 digital signs in 1,400 locations. Partners include: AOpen America Inc. and IBM, with solution distribution by BlueStar Inc. Additional information can be found at [www.isignmedia.com](http://www.isignmedia.com).

### **About GraphicMedia**

GraphicMedia, Inc. has a rich history of providing our Regional and National Clients with innovative marketing services, advertising graphics, and advertising sign services. Our most recent expansion (in 2011) has been in LED advertising display signs. Our Led sign clients range from large convenient store chains, furniture stores, and banks. GraphicMedia intends to integrate i sign technology into its marketing portfolio of products and services. Giving our client's an advantage over their competition. Additional information can be found at [www.graphicmedia.us](http://www.graphicmedia.us).

### **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. 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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### **Press contact:**

GraphicMedia, Inc.  
Ron Leman, President and Chief Executive Officer  
260.824.2550  
[rleman@graphicmedia.us](mailto:rleman@graphicmedia.us)

Alex Romanov  
iSIGN Media

[alex@isignmedia.com](mailto:alex@isignmedia.com)

Belinda Rooney SSPR  
609 750 9110

[brooney@sspr.com](mailto:brooney@sspr.com)

Vanessa Harwell  
ThinkInk Communications LLP  
305 749 5342, extension 232

[vanessa@thinkinkpr.com](mailto:vanessa@thinkinkpr.com)

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