

June 28, 2017

iSIGN Media Provides an Update on Installations and Activities

TORONTO, June 28, 2017 /PRNewswire/ - iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD) (OTC: ISDSF), a leading provider of interactive mobile proximity marketing and public security alert solutions is pleased to provide an update on its recent activities.

Smart Antennas have been installed in both the Palm Springs and John Wayne international airports in California. The initial response rate to a variety of neutral and generic messages being broadcasted by these units is 41.8%. This acceptance rate is the highest we have experienced to date from any installation and is accredited to the messaging being in an airport environment where our technology is new.

Installations into the Denver international airport in Colorado are well underway and are expected to be completed this week. The potential audience for our messaging at all three airports is approximately 100 million.

iSIGN has received confirmation of its first patent pending notification for the Push Sensor solution. As advised by Innovation, Science and Economic Development Canada ("ISED"), the assigned patent pending number is 2,965,064.

With the development and announcement of our wholly owned SAM solution and the recently granted patent pending status of our Push Sensor technology, new partnership agreements are in the process of being rewritten with several of our resellers.

Development of the SAM solution is well underway and on schedule. Presentations have been made to resellers as well as to potential clients. The presented technology has been well received and we expect the first application of this technology will be in airports.

Installation at Crocker Park is progressing with installation of all messaging solutions, including iSIGN's Smart Antennas with Bluetooth® and Wi-Fi, Cisco open Wi-Fi networks, Beacons and other telecom messaging.

The combination of iSIGN's Security Alert Messaging ("SAM") solution with our commercial messaging solution has created new opportunities with several large potential customers presented by our business partners, resellers and direct clients. These discussions, in a variety of channels other than airports and shopping malls, are progressing and relate to both our Smart Antennas' commercial messaging system, as well as for our soon to be released SAM solution. Please click on the attached link for a Crocker Park video put together by our reseller - <https://www.youtube.com/watch?v=wJ1-9jfy6Sw&feature=youtu.be>

Our SAM technology has not yet been presented to targeted customers in order to maximize iSIGN's revenue from selected installations.

Further updates will be released as available.

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

Forward-Looking Statements

This news release may include 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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SOURCE iSIGN Media Solutions Inc, Joe Kozar Chief Executive Officer