

September 29, 2017

# **iSIGN Media Announces its Push Sensor Technology is Demonstrable to Existing and New Customers**

TORONTO, Sept. 29, 2017 /PRNewswire/ - 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, today announced the completion of a pre-production engineering demo unit housing its patent pending Push Sensor technology.

The Push Sensor builds upon the Company's existing patented technology to provide a non-app and non-download system for integrating messaging and coupon solutions with Google Chrome and Apple Passbook, with additional integration for Google Wallet and Apple Pay expected, when messaging/coupons drives purchasing. This system allows for seamless interaction with all mobile devices, especially Smartphones, including iPhones.

The Push Sensor is patent pending in Canada, and in process for the United States. Filings in additional countries will be undertaken as required.

The plan is to ultimately integrate and retrofit the Push Sensor technology into iSIGN's existing Smart Antennas and networks and integrate it with iSIGN's Security Alert Messaging ("SAM") technology.

A separate housing unit was required to enable the Push Sensor technology to be immediately and independently shown and demonstrated to interested parties.

Please click link below to view a brief Push Sensor video:

<https://www.youtube.com/watch?v=t2oPBm2aCvc&feature=youtu.be>

Additionally, iSIGN has applied to the TSX Venture Exchange for approval to extend the exercise date for the 1,000,000 outstanding warrants issued on October 8, 2015 and the 9,499,999 outstanding warrants issued on November 8, 2013 in conjunction with private placements.

The 1,000,000 warrants due to expire on October 8, 2017 will be extended to October 8, 2018. There is no change to the original exercise price of \$0.225.

The 9,499,999 warrants due to expire on November 7, 2017 will be extended to November 7, 2018. There is no change to the original exercise price of \$0.45. Of this total, two Company insiders hold a total of 8,866,666 warrants.

## **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 Wi-Fi 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.

### **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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