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iSIGN Offers Security Alert Messaging Solution to a Florida School

TORONTO, March 12, 2018 /PRNewswire/ - iSIGN Media Solutions Inc. ("iSIGN" or the "Company") (TSXV:ISD) (OTCQX:ISDSF), a leading provider of interactive mobile advertising solutions that serves advertisers, manufacturers, retailers and advertising agencies throughout North America, today announced it has reached out to the Broward County School Board with an offer to install its Security Alert Messaging ("SAM") solution into the Marjory Stoneham Douglas High School in Parkland, Florida at no cost.

iSIGN's SAM solution is the first of its kind to not only rapidly alert students and faculty, but also give clear instructions on the quickest and safest method of avoiding the threat.

While SAM aids in evacuating the premises, it can also alert police, EMT services, fire departments and other first responders depending on the nature of the emergency. The solution can be integrated with existing alarms and other security measures to ensure that authorities arrive, and school attendees evacuate in as little time as possible.

As the sixth largest public-school system in the United States with over 270,000 students in 310 schools and education centers, the company considers Broward County a prime example of where the SAM system could demonstrate its effectiveness. "With such a high concentration of relatively unprotected children on site, school systems have a higher than normal risk profile as children do not have the maturity to react wisely to a variety of possible dangers that can impact any civic environment," stated Mr. Alex Romanov, iSIGN's Chief Executive Officer.

It is expected that a large-scale deployment will showcase the solution's ability to rapidly alert students and faculty to a wide range of emergency situations such as an active shooter, intruder on the premises, or natural event. This pioneering solution is the first of its kind to not only immediately alert students and faculty, but also provide clear instructions on the quickest and safest method of avoiding the threat. While SAM aids in evacuating the premises, it can also alert police, EMT services, fire departments and other first responders depending on the nature of the emergency.

The initial deployment would connect all students and faculty with cellphones to the SAM system, with the ability to add digital signage screens, close proximity transmitters, and connection to hardware-based alarm systems and social media when desired.

About iSIGN Media

iSIGN Media, based in Toronto, is a data-focused, software-as-a-service (SaaS) company that is a pioneering leader in location-based security alert messaging and proximity marketing utilizing Bluetooth® and Wi-Fi connectivity in complete privacy. Creators of the Smart suite of products, a patented interactive proximity marketing technology, iSIGN enables the delivery of messaging to mobile devices in proximity, with real-time reporting and analytics. 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. 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, Baylor University, Verizon Wireless, and TELUS 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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