

December 7, 2012

iSIGN Media Announces Installation of its Smart Antennas in Dunedin Florida

Tampa, Florida – December 7, 2012 - iSIGN Media Solutions Inc. (“iSIGN” or “Company”) (OTCQX: ISDSF) (TSX-V: ISD), a leading provider of interactive mobile advertising solutions that serves advertisers, manufacturers, retailers and advertising agencies globally is pleased to announce that it has recently completed the installation of several Smart Antennas (“Units”) in various locations in the historic city of Dunedin, Florida.

This installation marks the second city that iSIGN has installed its Units into, following their August 2012 installation in Safety Harbor.

“We have installed Units from Main Street down to the waterfront,” stated Mr. Alex Romanov, iSIGN’s Chief Executive Officer. “The adoption and installation was quicker than our Safety Harbor one due to the greater awareness that iSIGN and our technology enjoys, as well as the benefits that retailers receive from our solution.”

“The Dunedin and Safety Harbor installations are generating a rich cache of data, due to the diversity in the demographics of these two cities and the variety of the retailers where we are installed,” added Mr. Romanov. “I’m looking forward to seeing the information once Baylor University completes their research and analysis and turns the raw data into publishable information.”

“We have targeted the city of Clearwater for our next installation, specifically the downtown and beaches area, and have recently started to contact retailers located there,” added Mr. Romanov.

“I am looking forward to bringing our solution into Clearwater as well as other cities in Florida,” stated Mr. Patrick Mealy, iSIGN’s Mobile Media Account Manager. “As we expand into other cities, I expect that the installation will become easier and faster due to the growing recognition of what we are bringing to retailers. In fact, I can see the day coming when cities will be approaching us to install Units into their facilities.”

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.

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:

Alex Romanov
iSIGN Media
alex@isignmedia.com

Vanessa Harwell
ThinkInk Communications LLP
305.749.5342, extension 232
vanessa@thinkinkpr.com

Belinda Rooney SSPR
609.750.9110
brooney@sspr.com

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