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iSIGN Media Announces Shipment of 100 Smart Antennas to We Build Apps For the First Phase of Crocker Park Installation

Toronto, Ontario – February 16, 2017 - 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 it has completed the shipment of 100 Smart Antennas to its reseller We Build Apps, LLC, (“WBA”) for installation into Crocker Park (“Crocker”), a major shopping complex located on the outskirts of Cleveland, Ohio.

Installation of these units into Crocker is to commence by the end of February, in a pre-selected area and will complete the first phase of Smart Antenna installation in accordance with WBA’s installation schedule with Crocker.

The tenants at Crocker have been introduced to our proximity marketing technology. They will be participating in its Proximity Mobile Messaging Solution (“PMMS”) once installation of the first phase is completed.

iSIGN is in the process of developing and programming the Security Alert Messaging Solution (“SAMS”), based on specifications input from WBA for Crocker and other related properties. As iSIGN is developing the SAMS system, iSIGN will fully own the system and related IP. Completion of the SAMS development is anticipated to be no longer than 75 days.

The full SAMS program, encompassing front-end subscription system, reporting dashboard and back-end storage modifications will be a software upgrade to iSIGN’s core network. Upgrade of all installed Smart Antennas will be handled on-line once development is completed. Uploading of the software upgrade will have no impact upon the use and performance of the Smart Antenna network and its delivery of messaging to shoppers at Crocker and other properties.

Until SAMS is ready for use, the Smart Antennas will be used to deliver the PMMS.

The shipment of these units completes the requirement of Smart Antennas for the Phase 1 installation at Crocker. Additional orders to complete the full Crocker installation to be forwarded by WBA as each phase is ready for installation. Crocker’s requirement is that their approximately 78 acre site has full 100% broadcast coverage, which will enable their insurance company to review and agree upon an exact figure for their premium rebate.

The immediate revenue generated by this first shipment will be approximately \$78,000 Cdn. In addition, as these 100 Smart Antennas are installed and broadcasting commences, iSIGN's ongoing monthly revenue for broadcasting and data management

services will start, as will the collection of the anonymous data generated by the interaction of its technology solution with shoppers' mobile devices from this site.

"We are pleased to announce the shipment of these units for installation into Crocker Park," said Mr. Alex Romanov, iSIGN's Chief Executive Officer. "Getting to this point has been a long and time consuming process. We are confident that the experience gained by We Build Apps in this process will help to make future site installations easier and faster."

"We expect that the start of the Crocker Park installation will generate interest in our Company and its technology primarily from the US marketplace," added Mr. Romanov.

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

About We Build Apps

We Build Apps is the pioneer of Multiscreen as a Service™ (MaaS), the only fully integrated cloud-based services platform that enables brands to engage, manage and monetize their anytime/anywhere users. From security, sports and entertainment to healthcare and retail, WBA has introduced category-defining experiences that challenge the outer limits of the most advanced connected devices for the world's most respected brands and developed next-generation technologies that transform how the world uses these connected devices. WBA's goal is to provide Everything You Need to Succeed on Mobile, regardless of where you are in the mobile application life cycle. WBA's full-stack platform, pre-packaged vertical solutions and custom services empower companies to plan, build, grow and service their mobile experiences. www.webuildappsllc.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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