

February 21, 2017

iSIGN Media Announces Receipt of Rich Multimedia Technologies' First Purchase Order for 100 Smart Antennas

TORONTO, Feb. 21, 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 receipt of a purchase order from Rich Multimedia Technologies ("RMT") for 100 Smart Antennas for use with their Tele-Direct Store Front Kiosks ("Kiosks") in the Denver, Colorado airport.

iSIGN will be supplying the Smart Antennas from its existing inventories and will be, at the request of RMT, removing the standard stick antenna, so that RMT can use their Loop Antenna in order to meet airport requirements.

iSIGN anticipates that shipment will be by February 27. Installation of the Smart Antennas will begin once the antennas are modified with the Loop Antennas. Once installed, RMT will be using iSIGN's Proximity Mobile Marketing Solution ("PMMS") to deliver promotions and advertisements on the network. In addition, RMT will be introducing iSIGN's Security Alert Messaging Solution ("SAMS"), using samples prepared by iSIGN.

Currently, RMT is in the process of expanding its Kiosks network in airports located in both the United States and Canada.

Airports today incorporate all the features of large suburban shopping malls. They have retail shops and food services to serve a large captive foot traffic audience. Thanks to today's travel requirements, travels are generally in the airport hours prior to flights, the majority with smartphones that are on and available to receive iSIGN's proximity messaging throughout the airport concourses. All of this combines to make the RMT Kiosk advertising more effective with increased mindshare and proof of performance.

The immediate revenue generated by this first shipment will be approximately \$67,000 Cdn. As these 100 Smart Antennas are installed and broadcasting commences, iSIGN's ongoing monthly revenue for broadcasting and data management services will begin, as will the collection of the anonymous data generated by the interaction of its technology solution with travellers' mobile devices from this site.

"We look forward to extending the effectiveness of the advertising displayed on our Kiosks by using iSIGN's technology to deliver messaging to mobile devices," said Mr. Sal Haro, Rich Multimedia Technologies President and Chief Executive Officer. "We expect that the use of iSIGN's Smart Antenna will bring more traffic to our network, while enabling travellers to carry messages with them when they leave the area."

"iSIGN's major advantage is that it doesn't require individuals to download an app to

receive messages," added Mr. Haro. "We feel this is critical in today's market, as is the added feature of a security alert network in all airports."

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 Rich Multimedia Technologies

Rich Multimedia Technologies and its executive team have a 25-year plus proven record of accomplishment in the telecommunications; advertising; in-airport media and retail travel business. With our partners, we represent the leading international brands' and In-airport retail concessionaires. We are committed to working in close partnerships with brands, airport operators and suppliers to bring the mobile traveller on the go an unrivalled shopping choice and experience. We are relentless in our search for new concepts that will help develop existing and new markets. www.richmediatechnologies.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, Alex Romanov Chief Executive Officer