

iSIGN Media Announces Initial Revenues from its Reseller for the UAE and MENA Territory

TORONTO, Nov. 30, 2015 /CNW/ - iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD) (OTC Pink: ISDSF), a leading provider of interactive mobile proximity advertising solutions, today announced that their exclusive reseller for the Middle East and North Africa ("MENA") territory, Multi Level Technology ("MLT") has ordered and paid for 65 Smart Antennas.

Under the terms of the Agreement, MLT was required to order an initial inventory of 50 Smart Antennas. iSIGN is pleased that MLT elected to increase their order.

MLT is an Abu Dhabi based hardware and software company, specializing in security, mobile, marketing, smart-government and banking relating territories. As defined by the Reseller Agreement ("Agreement") signed July 11, 2015 with MLT, MENA is defined as including the countries of Bahrain, Cyprus, Egypt, Iran, Iraq, Jordan, Turkey, Tunisia, Algeria, Morocco, Sudan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia and the United Arab Emirates.

MLT works hand-in-hand with its sister company Network Intelligent Payment Solutions to combine cutting edge mobile and other technology with deep financial capabilities. Together the two companies provide customized payment solutions for a wide range of customers across the MENA region. MLT's products include: unattended kiosk machines, point of sale machines, and specialized tablet computers and bank and other ATM networks. MLT's software solutions includes anti-fraud software, mobile two-factor authentication, mobile and tables based point of sale systems, mobile wallet, loyalty and couponing, specialized tablet applications, and general software development.

"The MENA region has great consumer potential for location-based proximity marketing," said Mr. Alex Romanov, iSIGN's Chief Executive Officer. "We believe that together with MLT we will be able to realize this potential and provide merchants with the opportunity to deepen their connection with consumers; to greatly improve the customers' experience while encouraging more loyalty."

"Multi Level Technology is deeply imbedded in the MENA region and works in channels that our technology and hardware products appeal to," added Mr. Romanov. "We look forward to a long and mutually rewarding partnership."

iSIGN's Smart Antenna is a commercial quality unit, that is waterproof and fully tested to operate within extreme temperature ranges of -40 to +180 degrees Fahrenheit, that does not involve apps and the related downloads and the requirement to surrender personal and private information in order for messages to be received, viewed and acted upon. There is no cost to the recipient to connect to or receive messages from our solution, as messages are delivered by Bluetooth and Wi-Fi. The information gathered by our Smart Antenna and patented technology is completely anonymous, in that it cannot in any way identify the individual that our technology is interacting with. Some of the information gathered includes the make and model of the mobile device; acceptance or rejection of messages; date, time and location of each interaction; and time spent within range of our system. All of this 'Big Data' is of considerable interest to users of our technology, as well as to data integrators.

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

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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.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility or accuracy of this release.

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For further information: Media contact: Emily Storz, SSPR, 267-758-2642 (direct), 609-351-3592 (mobile), estorz@sspr.com;
Investor contacts: Alex Romanov, iSIGN Media, alex@isignmedia.com

CO: iSIGN Media Corp

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