

iSIGN Media Announces a Reseller Agreement with Leading Sign and Display provider, LED Solutions

TORONTO, Dec. 15, 2015 /CNW/ - iSIGN Media Solutions Inc. (TSX-V: ISD) (OTC: ISDSF), a leading provider of interactive mobile proximity advertising solutions, today announced a reseller partnership agreement ("Agreement") with LED Solutions Manufacturing Inc. ("LED") which will bring to the sign and display market the industry's first 'Intelligent Sign'.

LED, with 15 plus years of experience in signage design and manufacturing, digital displays, LED signage retrofits and installation, is a recognized industry leader with notable multi location retail and corporate clients such as Cineplex Entertainment, H&R Block, GO Transit, CAA, Mastermind Toys and many others.

"The outdoor signage industry is extremely competitive," said Mr. William Large, a principal of the company. "We have achieved success by combining efficient management of retail and corporate multi location sign programs with aggressive pricing structures".

"The development of an 'Intelligent Sign' is a logical step forward for both LED Solutions and iSIGN" added Mr. Large. "By giving access to this pivotal emerging technology to our clients we are able not only to enhance their brand presence with our existing services but also provide proactive marketing as well as real time metrics and traffic analysis to a level that has been until now unavailable to the retail or advertising industry".

"The creation of an 'Intelligent Sign' for outdoor place of business signage is a natural progression for us given our use with indoor digital signage," said Mr. Alex Romanov, iSIGN's Chief Executive Officer.

This Agreement gives LED Solutions exclusive rights to iSIGN technology in the Canadian outdoor signage market and the opportunity to expand into other sectors and markets as a reseller.

About LED Solutions

LED Solutions, based in Hamilton, Ontario, has evolved and expanded from its beginnings as a full-service sign company to a position where our reach has become nationwide, with an expanded suite of products, services and technology being offered to a growing and changing customer base. Our customers are corporations, property managers, retail franchises, and governments. We provide cost efficient signage and installation nationwide and offer our clients proprietary software and skilled personnel to manage their signage and lighting programs. www.ledsolutions.ca

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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