

iSIGN Media and its Reseller Dynamic Digital Strategic Solutions Announces a National Mobile Network Trial with Script Relief from 225 Locations

TORONTO, March 21, 2016 /CNW/ - iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD) (OTC: ISDSF), a leading provider of interactive mobile proximity advertising solutions and its reseller Dynamic Digital Strategic Solutions ("DDSS") today announced that ScriptRelief ("ScriptRelief") will be entering into a one month trial program that will be running on approximately 225 Smart Antennas in its existing National Mobile Network ("NMN").

ScriptRelief is the largest provider of discount prescription card services in the United States. ScriptRelief partners with a variety of companies and organizations including hospitals, municipalities, charities, debit card companies and membership organizations and has negotiated large volume discounts with the leading pharmacy benefit manager, Catamaran, on over 50,000 medications.

This trial is to be a test of public response to their messaging, with a comparison of the acceptance to the messaging from the 25 NMN locations that are closest in proximity to hospitals, medical centers and pharmacies to the other NMN locations. The trial will commence upon the delivery of the advertising content that they want to broadcast. ScriptRelief has the option to expand the trial to a two month period.

This will be a paid trial, with payment for the monthly broadcasting once all final impressions and results have been reviewed and evaluated at the conclusion of the trial period.

A successful conclusion to the trial would potentially result in installations into a network of locations in the United States at or near drug stores, hospitals, medical facilities, and high traffic locations. There are an estimated 66,000 pharmacies in the U.S alone. These would serve as an adjunctive marketing channel to its current direct-to-consumer and partner centric marketing efforts.

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 the solution, as messages are delivered by Bluetooth® and Wi-Fi. The information gathered by the Smart Antenna and patented technology is completely anonymous, in that it cannot in any way identify the individual that the 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 the system. All of this 'Big Data' is of considerable interest to users of the 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 the 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 Dynamic Digital Strategic Solutions

Dynamic Digital Strategic Solutions, a subsidiary of Dynamic Digital Sign Solutions has been active in the automated equipment, ATM, and digital signage industry for 18 years. With their affiliation with large scale ATM owner and provider networks as well as the convenience store and hospitality industries they bring exceptional site and brand opportunities to this technology. Integration into static and interactive digital display further empowers the platforms. More recently their value-added services have expanded into prepaid VISA® and MasterCard® branded Debit card payroll programs, and discount healthcare card platforms for dental, vision, TeleDoc and prescription. Through strategic alliances with multiple North American companies with a customer base exceeding 11 Million, DDSS offers a premier value-added service portfolio to North American companies, particularly in the hospitality, travel, hotel, restaurant, and convenience store sectors. The DDSS suite of turn-key solutions offers companies unique and powerful means to market, attract and retain loyal personnel, and bolster customer base and profitability. DDSS is headquartered in Hamburg, NY. www.DDSSGlobal.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 for the adequacy or accuracy of this release.

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