

## iSIGN Media Announces Completion of the We Build Apps Agreement and Receipt of Initial Payment Towards the Purchase of 500 Smart Antennas



TORONTO, Oct. 27, 2016 /CNW/ - iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD) (OTC: ISDSF), a leading provider of interactive mobile proximity marketing solutions that serves brands, commercial locations, retailers and service providers throughout North America is pleased to announce that it has received the initial payment from We Build Apps, LLC ("WBA") towards the 500 Smart Antenna order that will grant exclusive reseller status for the State of Ohio and nationally for the United States military.

According to WBA, installation of Smart Antennas into the shopping complex will commence in early November 2016.

The agreement between iSIGN and WBA that was discussed and essentially agreed to in the Cleveland meeting on October 5 and 6, 2016 has been drawn by and reviewed by respective counsel. Final signature is expected prior to month-end.

### 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](http://www.isignmedia.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

Image with caption: "iSIGN Smart Antenna (CNW Group/iSIGN Media Solutions Inc, Alex Romanov Chief Executive Officer)". Image available at: [http://photos.newswire.ca/images/download/20161027\\_C8186\\_PHOTO\\_EN\\_804968.jpg](http://photos.newswire.ca/images/download/20161027_C8186_PHOTO_EN_804968.jpg)

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CO: iSIGN Media Solutions Inc, Alex Romanov Chief Executive Officer

CNW 06:30e 27-OCT-16