iSIGN Media Provides an Update on Various Projects

Push Sensor Patent Documentation Completed and Filed April 2017

TORONTO, April 24, 2017 /CNW/ - iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD) (OTC: ISDSF), a leading provider of interactive mobile proximity marketing and public security alert solutions that serves brands, commercial locations, retailers and service providers throughout North America, provides an update on a variety of projects.

Dear Shareholders and Interested Parties,

It has been just over a month since taking on the role of Interim CEO. Since the start of this interim engagement, significant progress has been made in assessing the current state of the Company as well as its obligations, challenges, and opportunities. It is my intention that this letter provides updates as well as answers to common questions and our take on the Company's future growth potential.

The iSIGN's team has invested significant time, energy, and effort to get the company's basic operations and financial information up to date, assess its current status, gauge its potential future viability, and ultimately, to develop and deploy a strategy to address the state of the company's finances, including fundraising and liabilities. As part of this process, we are exploring different avenues (including private sources) for raising capital on terms more favorable to the Company.

Some of our priorities have been to: prepare and ship antenna units to our customers in a timely manner; finalize the push sensor documentation and filing of patent – patent documentation filed in April 2017; initiate Push Sensor prototype development – prototype development initiated in April 2017; immediately commence the development of the Security Alert Messaging ("SAM") software; and develop and deploy a short and long term strategy for revenue growth.

In light of all these initiatives I am deeply concerned with the feedback received from our customers about iSIGN's shareholder interference with their business operations. There appears to be a disgruntled group of iSIGN shareholders who feel entitled to contact the end users of our product to complain about the delays in deployment. Clearly this type of behaviour is disappointing and tremendously undermines the efforts our board and management team has made over last several months.

Finally, I would like to personally thank everyone who has reached out to us through email and various other channels to inquire about the company's status or future plans. As a public company CEO, I must remind you that we are prohibited from answering these questions individually; instead, I ask that you look exclusively to our official press releases and regulatory filings for updates, or contact our irandpr@isignmedia.com with questions regarding the specifics of your investment in iSIGN.

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

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, Joe Kozar Chief Executive Officer

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