



## **iSIGN Media Announces the Completion of its Security Alert Messaging Solution**

TORONTO, Sept. 5, 2017 /CNW/ - iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD) (OTC: ISDSF), a leading provider of interactive mobile advertising solutions that serves brands, commercial locations, retailers and service providers throughout North America, today announced it has completed the development of its Security Alert Messaging ("SAM") solution.

The SAM system has been enhanced by the addition of Apple and Android apps which allows individuals, groups, corporate, military and security channels to access and register on SAM globally, from any place and location.

Currently, SAM has been introduced and is being presented to airports, major malls, property management companies, as well as Homeland Security and various other government agencies in the United States. Additionally, SAM is being introduced and demonstrated to major enterprises, transit systems and airports in Mexico and South America.

SAM is a one-of-a-kind global solution that integrates with iSIGN's Smart Antennas as well as with digital signage networks, enabling both commercial and public safety and security messaging.

**Additionally, iSIGN** has closed the promissory note ("Note") with Korona Group Ltd. and the shares for debt transaction ("Transaction") that it had entered into with the Company's directors, officers and employees, as previously announced on August 23, 2017.

The Company completed the Note and the Transaction by issuing an aggregate of 2,583,278 common shares ("Shares") at a deemed price of \$0.08 per share. The Shares issued are subject to a four-month hold period, ending September 2, 2017.

The issuance of the share bonus under the terms of the Note is in lieu of cash interest and is calculated at 15% of the \$600,700 Note value, converted into shares at a conversion rate of \$0.08.

The total amount of indebtedness settled by the Transaction is \$116,557 owed to directors, officers and employees for fees and salary.

The Company agreed to the issuance of these shares in order to preserve its cash for operational purposes.

### **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.

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