

## **NEWS RELEASE**

### **Engage Mobile signs strategic partnership with The Convenience Network**

**Toronto, Ontario – November 3, 2014** – iSIGN Media Solutions Inc. (“iSIGN” or the “Company”) (TSXV:ISD) (OTCQX: ISDSF), a leading provider of interactive mobile advertising solutions that serves advertisers, manufacturers, retailers and advertising agencies throughout North America, its exclusive master distributor for the Americas, Graphic Media, Inc. (“Graphic”) and their advertising sales arm, Engage Mobile Media Solutions, LLC (“Engage”) have signed a strategic partnership with The Convenience Network (“TCN”).

TCN is owned and operated by The Convenience Network, INC, Knoxville TN, the Nation's leading digital sign network provider to the convenience store industry. Under this partnership, both companies have agreed to market a complete digital signage and mobile advertising solution, utilizing iSIGN's patented technology and hardware.

As a part of the alliance between these two companies the entire TCN Network of 300 convenience stores throughout the eastern United States will integrate iSIGN's Smart Antenna proximity to mobile solution and become part of the National Mobile Network (“NMN”). The first installations will be into the Golden Pantry Convenience (“Golden”) stores, a 38 location network located in the greater Atlanta, Georgia area. An undisclosed list of national advertisers are also participating in the expansion.

As part of the partnership, the joint effort expects to announce a major expansion of the combined platform into 2,000 locations in the top 15 markets in the United States within the next few weeks. This expansion is expect to reach over 25 million smart phones per day and offer advertisers and brands unprecedented advertising value combined with real time anonymous data gathering and performance metrics.

“This strategic partnership is an important expansion of the NMN,” said Mr. Ron Leman, Graphic's Chief Executive Officer and President. “It will add marketing strength to our efforts.”

“We are offering a very dynamic proximity marketing solution complete with ability to reach consumers inside and outside of the convenience store's location,” said Mr. Rick Doyle, Engage's Managing Partner. “This total solution will drive foot traffic into the stores and will also provide actionable marketing data to our advertisers. This will greatly increase the value of our offering.”

“We are extremely pleased to have reached this agreement with Engage and iSIGN,” said Mr. Steve Newman, TCN's Chief Executive Officer. “This technology allows TCN to extend our in-store digital signage advertising offers directly to the store customers' mobile phone, smart phones or tablets whether they are in the stores or at the gas pumps. The real time data that this allows is something that our advertisers are very excited to receive.”

The NMN is projected to grow to at least 10,000 locations in the United States by the end of 2015 with additional locations in Canada and South America, all networked into one platform with geo-targeting capabilities down to an individual location. The network utilizes leading edge technologies to deliver cost efficient ads 24/7 at or near point of purchase unlike any other medium.

#### **About Graphic Media**

Graphic Media, Inc. has a rich history of providing our Regional and National Clients with innovative marketing services, advertising graphics, and advertising sign services. Our most recent expansion (in 2011) has been in LED advertising display signs. Our LED sign clients range from large convenient store chains, furniture stores, and banks. Graphic Media intends to integrate iSIGN technology into its marketing portfolio of products and services, thus giving our clients' an advantage over their competition.

[www.graphicmediainc.com](http://www.graphicmediainc.com)

#### **About Engage**

Engage Mobile Media, partnered with Graphic Media, Inc. is a leading provider of interactive mobile advertising solutions with the aim of becoming the world standard for mobile messaging and data capture. As the exclusive marketing company of the National Mobile Network, Engage's mission is to build the largest proximity to mobile network in North America. This Network promotes proximity based consumer engagement and the attainment of actionable data, providing marketers with an advanced mobile solution to increase both sales and business intelligence. For more information on Engage and the National Mobile Network contact Rick Doyle at 317-450-6892 or email him at [rick.doyle@engagemobilemedia.com](mailto:rick.doyle@engagemobilemedia.com).

#### **About The National Convenience Network**

The Convenience Network is a place-based digital media company with high definition video screens and social interactive marketing opportunities that engage millions of consumers inside high volume convenience stores, travel centers, and other retail locations. The network connects relevant clients with targeted consumers with great frequency at captive in-market locations where customers can't change channels, skip ads, or avoid interaction. The Convenience Network reaches and engages more consumers, more often than status-quo traditional media, and reaches them at priority times and locations while potential customers are in the marketplace, in the spending mindset, and making purchasing decisions. For more information on The Convenience Network contact Steve Newman at 865-924-7703 or email him at [snewman@tcnetwork.tv](mailto:snewman@tcnetwork.tv).

#### **About iSIGN Media**

iSIGN Media, based in Toronto, is a data-focused, software-as-a-service (SaaS) company that is a pioneer 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 consumer mobile devices on location and in real-time. 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 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 trusted, mature Bluetooth® and WiFi technologies without the restrictions associated with iBeacons and apps. 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., with solution distribution by GraphicMedia, 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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