



**FOR IMMEDIATE RELEASE**

**Contact:**

Insignia Systems, Inc.  
Terryn Lawrence,  
VP of Network Development  
Phone: (763) 392-6201

**'THE LIKE MACHINE' Delivers Unparalleled Scale in Shopper Endorsements at Bashas'**

**New media brings the power of social to the point of purchase at scale**

**Minneapolis, MN—July 16, 2015—Insignia Systems, Inc. (Nasdaq: ISIG) (“Insignia”)** today announced ‘The Like Machine™,’ an innovative new media that harnesses the power of social media, consumer engagement, and word-of-mouth recommendation right at the point of purchase, is delivering significant engagement at Bashas’ and Food City stores through the first six months of testing at select locations.

Leading CPG brands are experiencing the power of The Like Machine™ to deliver unparalleled scale of endorsement, volume lift and local insights on shopper preference. Through the first six months of beta testing in 40 Bashas’ and Food City retail locations, The Like Machine™ has garnered more than 480,000 shopper endorsements. By bringing the scale of endorsement and shopper engagement to the shelf, The Like Machine™ begins to answer what social media marketers have been grappling with for years: *What is the value of a “like?”*



**John Gonsior**, *President and Chief Financial Officer at Insignia Systems Inc.*, commented, “It is simple. We have created an easy and immediate way for shoppers to express their opinions about what they’re buying, and to be informed by the decisions of others in their neighborhood at scale. It is a powerful indicator whether shoppers are buying cereal, laundry detergent or orange juice, and a unique new data set for retailers and manufacturers to leverage.”

**Dave Vehon**, *Bashas’ category manager*, commented, “Bashas’ continuously seeks feedback from our customers and strives to make the shopping experience better throughout our family of stores. The Like Machine™ gives customers a way to easily express their feedback, while at the same time helping us to better understand neighborhood preferences throughout our market.”

**About Bashas' Family of Stores:**

Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Fine Wines & Spirits, Eddie's Country Store, and both Bashas' and Bashas' Diné supermarkets – is an Arizona-based company founded by brothers Ike and Eddie Basha, Sr. With more than 120 grocery stores, it is one of the largest employers in the state and one of the Best Places to Work in Arizona. Since the company's inception in 1932, Bashas' has given back more than \$100 million to the communities it serves. For more information, visit [www.bashas.com](http://www.bashas.com) and [www.myfoodcity.com](http://www.myfoodcity.com).

**About Insignia Systems, Inc.**

Insignia Systems, Inc. is a developer and marketer of innovative in-store products, programs, and services that help consumer goods manufacturers and retail partners drive sales at the point of purchase. Insignia provides at-shelf media solutions in approximately 13,000 retail supermarkets, 2,000 mass merchants and 8,000 dollar stores. With a client list of over 200 major consumer goods manufacturers, including General Mills, Kellogg Company, Kraft Foods, Nestlé, and P&G, Insignia helps major brands deliver on their key engagement, promotion, and advertising objectives right at the point-of-purchase. For additional information, visit the Insignia website at [www.insigniasystems.com](http://www.insigniasystems.com).