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FOR IMMEDIATE RELEASE

**INSIGNIA SYSTEMS, INC. ANNOUNCES
TRANSITION OF CHIEF SALES AND MARKETING OFFICER**

MINNEAPOLIS, MN — March 16, 2016 — Insignia Systems, Inc. (Nasdaq: ISIG) (“Insignia” or the “Company”) today announced that Tim Halfmann, Insignia’s Chief Sales and Marketing Officer, and majority owner of TLM Holdings, LLC (“TLMH”), will transition out of his role at Insignia on April 30, 2016. This transition into a role at TLMH will allow Mr. Halfmann to focus his efforts more fully on The Like Machine™ product and its evolution going forward. The Company also announced it has entered into a new distribution agreement with TLMH for sale of The Like Machine to Insignia’s customers. This new agreement replaces the Company’s prior license agreement with TLMH and will allow the Company continued access to this innovative product. This new agreement includes a consulting arrangement between Insignia and TLMH that provides for assistance in the sale and expansion of this product for Insignia.

Mr. Halfmann remarked, “Over the past two years, we have made meaningful progress in several areas as a company and we have created an exciting new shopper experience with The Like Machine. I believe that progress has helped lay the foundation for the future direction of Insignia. My next role focusing on The Like Machine’s product path is an important step in our collective success.”

John Gonsior, Insignia’s President and CFO, commented, “We are pleased to have renewed our commitment to The Like Machine and would like to thank Tim Halfmann for his significant contributions to Insignia leading our sales and marketing efforts over the past two years. We are excited to see Mr. Halfmann transition to a role focused on The Like Machine product path and believe that this focus will benefit both companies.”

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, contact (800) 874-4648, or visit the Insignia website at www.insigniasystems.com.

Cautionary Statement for the Purpose of Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995

Statements in this press release which are not statements of historical or current facts are considered forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, as amended. The words “believes,” “expects,” “anticipates,” “seeks” and similar expressions identify forward-looking statements. Readers are cautioned not to place undue reliance on these or any forward-looking statements, which speak only as of the date of this press release. Statements made in this press release by the Company’s management team, regarding, for instance: current expectations as to future financial performance; our ability to achieve revenue growth, cost improvements and profitability; current sales trends with consumer packaged goods manufacturers; the expected addition of retailers and the ability to increase revenue; continued stability of our business relationship with News America; our ability to develop and successfully implement new products to diversify our business and to increase our retailer access for these products, are forward-looking statements. These forward-looking statements are based on current information, which we have assessed and which by its nature is dynamic and subject to rapid and even abrupt changes. As such, actual results may differ materially from the results or performance expressed or implied by such forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors, including: (i) the risk that management may be unable to fully or successfully implement its business plan to achieve and maintain profitability in the future; (ii) the risk that the Company will not be able to expand core product offerings or to develop and implement new product offerings in a successful manner, including our ability to gain retailer acceptance of new product offerings; (iii) the unexpected loss of a major consumer packaged goods manufacturer relationship or retailer agreement or termination of the Company’s relationship with News America; (iv) prevailing market conditions in the in-store advertising industry, including intense competition for agreements with retailers and consumer packaged goods manufacturers and the effect of any delayed or cancelled customer programs; (v) potentially incorrect assumptions by management with respect to the financial effect of cost containment or reduction initiatives, current strategic decisions, current sales trends for fiscal year 2016; and (vi) other economic, business, market, financial, competitive and/or regulatory factors affecting the Company’s business generally, including those set forth in our Annual Report on Form 10-K for the year ended December 31, 2014 and additional risks, if any, identified in our Quarterly Reports on Form 10-Q and our Current Reports on Forms 8-K filed with the SEC. Such forward-looking statements should be read in conjunction with the Company's filings with the SEC. The Company assumes no responsibility to update the forward-looking statements contained in this press release or the reasons why actual results would differ from those anticipated in any such forward-looking statement, other than as required by law.