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**FOR IMMEDIATE RELEASE**

**Insignia Systems, Inc. Announces**

**James Illingworth as Sr. Vice President of Marketing and Business Development**

**Minneapolis, MN– September 13, 2016 – Insignia Systems, Inc. (Nasdaq: ISIG)** (“Insignia” or the “Company”) today announced that James Illingworth will be joining Insignia as Sr. Vice President of Marketing and Business Development effective October 3, 2016. Mr. Illingworth brings nearly 20 years of brand building experience at Procter & Gamble Co. where he was responsible for leading large US and global brands, developing new products and leading shopper marketing organizations. In this new role at Insignia, James will be responsible for accelerating Insignia’s performance through Marketing, Insights & Analytics and Business Development efforts.

Kristine Glancy, President and Chief Executive Officer for Insignia, commented, “James brings a tremendous amount of marketing, sales and leadership experience. With his experience James will be a critical leader in driving our marketing efforts and innovation pipeline. We are very excited to add this key role and James’ talent to our team.”

“I see a significant opportunity to grow Insignia and help lead the future direction of this Company. The industry and shopper needs are rapidly evolving and there are many opportunities for us to transform Insignia to become a key leader in this space,” said Illingworth. “I am thrilled to bring my brand and retail experience to the organization and to come on during this transformational time.”

Mr. Illingworth earned a Bachelor’s Degree from Purdue University and an MBA from Xavier University.

**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).

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