

**Contact:**

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**FOR IMMEDIATE RELEASE**

**INSIGNIA SYSTEMS, INC. TO CONDUCT CONFERENCE CALL ON FRIDAY, MARCH 3 REGARDING  
2016 FOURTH QUARTER AND FULL YEAR FINANCIAL RESULTS**

**MINNEAPOLIS, MN /February 28, 2017 – Insignia Systems, Inc. (Nasdaq: ISIG) (“Insignia”)** previously announced that it will issue its financial results for the fourth quarter and full year ended December 31, 2016, on Friday, March 3, 2017. Insignia also announced today that Insignia’s management team will host a conference call at 8:45 am ET/7:45 am CT that day to discuss these results. Interested parties may participate in the call by dialing (201) 689-8029 or toll-free (877) 407-8029. Please call in 10 minutes before the conference call is scheduled to begin and ask for the Insignia call.

A slide presentation and a link to the webcast of the conference call will be posted on the Investor Relations section of our website at [www.insigniasystems.com](http://www.insigniasystems.com). A replay of the conference call will be available for approximately 90 days by accessing the same link on our website. Please go to the website 15 minutes early to download and install any necessary audio software. We suggest listeners use Microsoft Explorer as their browser.

**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](http://www.insigniasystems.com).

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