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FOR IMMEDIATE RELEASE

**INSIGNIA SYSTEMS, INC. ANNOUNCES
JEFFREY JAGERSON AS CHIEF FINANCIAL OFFICER**

MINNEAPOLIS, MN – June 30, 2017 – Insignia Systems, Inc. (Nasdaq: ISIG) (“Insignia” or the “Company”) today announced that Jeffrey Jagerson will be joining Insignia as Chief Financial Officer effective July 17, 2017. Mr. Jagerson brings with him 29 years of finance experience, including leadership positions at Christensen Farms, Digital River and ADC. Kristine Glancy, President and Chief Executive Officer, commented, “Jeffrey is a key addition to our leadership team, as he brings a proven record of financial and organizational leadership in dynamic work environments. He is well-respected as a finance and business executive who has not only led finance organizations, but also served in broader commercial and operational roles. We look forward to his leadership, as we continue to build our product portfolio and expand our base of customers.”

“I am excited to join a very passionate and talented team focused on growing the Company while differentiating itself in the industry.” said Jeffrey Jagerson. “The Company has a great reputation and solid foundation to build upon.”

Mr. Jagerson earned a Bachelor’s Degree in Accounting from Minnesota State University, Mankato and an MBA from the Carlson School of Business at the University of Minnesota.

About Insignia Systems, Inc.

Insignia Systems, Inc. markets in-store advertising products, programs and services primarily to consumer packaged goods manufacturers. Insignia provides at-shelf media solutions in approximately 13,000 retail supermarkets, 1,000 mass merchants and 8,000 dollar stores. With a client list of over 200 major consumer goods manufacturers, including General Mills, Kraft Heinz Company, 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 (888) 474-7677, or visit the Insignia website at www.insigniasystems.com. Investor inquiries can be submitted to investorrelations@insigniasystems.com.