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FOR IMMEDIATE RELEASE

**INSIGNIA SYSTEMS, INC. TO REPORT 2016 SECOND QUARTER FINANCIAL RESULTS
AND CONDUCT CONFERENCE CALL ON WEDNESDAY, JULY 27TH**

MINNEAPOLIS, MN – July 13, 2016 – Insignia Systems, Inc. (Nasdaq: ISIG) (“Insignia” or “the Company”) today announced that it will issue its financial results for the three and six months ended June 30, 2016 on Wednesday, July 27, 2016 after the close of the stock market.

Insignia’s management team will host a conference call at 5:00 pm ET/4:00 pm CT that day to discuss these results. After opening remarks, there will be a question and answer period. 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. Questions may be asked during the live call, or alternatively, you may e-mail questions in advance to investorrelations@insigniasystems.com.

The conference call will also be broadcast live over the Internet. To listen to the live call, please go to www.insigniasystems.com, click on the Investor Relations section where the conference call is posted. Please go to the website 15 minutes early to download and install any necessary audio software. If you are unable to listen live, the webcast of the conference call will be archived and can be accessed for approximately 90 days. 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, 1,000 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 (888) 474-7677, or visit the Insignia website at www.insigniasystems.com.

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