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**FOR IMMEDIATE RELEASE****INSIGNIA SYSTEMS, INC. TO REPORT 2016 THIRD QUARTER FINANCIAL RESULTS
ON WEDNESDAY, OCTOBER 26**

MINNEAPOLIS, MN — October 19, 2016 — Insignia Systems, Inc. (Nasdaq: ISIG) today announced that it will issue its financial results for the three and nine months ended September 30, 2016 on Wednesday, October 26, 2016 after the close of the stock market.

Insignia has discontinued the practice of hosting conference calls to discuss quarterly and annual results. The company intends to continue to issue press releases announcing its quarterly and annual financial results in addition to its periodic reporting obligations. The company expects to periodically reevaluate whether to resume earnings conference calls.

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 Regarding Forward-Looking Statements

Statements in this press release that 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 “expects,” “intends” 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 regarding, for instance, future disclosures and ongoing earnings call practices 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) 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 (ii) 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, 2015 and additional risks, if any, identified in our Quarterly Reports on Form 10-Q and our Current Reports on Form 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.

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