



Optimal Solutions, Inc.
200 NE Missouri Rd
Suite 301
Lees Summit, MO 64086

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Michael Margraf, Vice President
Telephone: 816.434.4006
Fax: 816.434.4001
Email: mmargraf@osi-corp.com
Website: www.osi-corp.com

KOTA TELEVISION, SD SIGNS ON WITH OSi-AdConnections

KOTA gets integrated solution with OSi-AdConnections

Kansas City, Missouri—April, 2006— Optimal Solutions, Inc (OSi) today announced the deal to provide KOTA Television with OSi's premier sales and research component, OSi-AdConnections. KOTA Television is owned and operated by Duhamel Broadcasting Enterprises. With four television stations that simulcast out of Rapid City, SD, Duhamel Broadcasting Enterprises is a longstanding client of OSi-Traffic. The deal with KOTA showcases the powerful synergy and seamless integration that exists between OSi-Traffic and OSi-AdConnections.

The integration between OSi-Traffic and OSi-AdConnections provides KOTA advantages like electronic transfer of sales proposals, shared client information, readily available inventory, and automatic overnight posting. OSi's complete one-step solution equips KOTA with a traffic and sales solution that enhances efficiency and productivity. KOTA benefits from OSi-Ad Connection's browser based sales and research tool that provides the station with real connectivity from any secure internet connection.

"OSi products are designed to provide real results that meet the client's broadcast goals. With OSi-AdConnections, KOTA now has solution with real time, immediate benefits," says Kevin Cahill, Vice President OSi-AdConnections.

About Optimal Solutions, Inc.

Founded in 1995, Optimal Solutions, Inc, has spent nearly 10 years revolutionizing key business systems for broadcast traffic, sales and billing operations. Today, more that 350 stations and a growing number of media networks are taking advantage of OSi's powerful, real-time software to better manage their most valuable asset - inventory. Optimal Solutions, Inc. continues to set the new standard for PC-based traffic, sales and billing solutions. Visit www.osi-corp.com to learn more.

###