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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Max Media of Montana Goes Live with OSi-Traffic

Kansas City, MO, April 1, 2005 - We are pleased to announce that Max Media of Montana's broadcast television stations are now live with OSi-Traffic. KTMF-TV, the ABC affiliate in Missoula/Kalispell, and KWYB-TV, the ABC affiliate in Butte/Bozeman, have successfully converted to OSi-Traffic with operations centralized in Missoula. They join sister stations KFBB-TV the ABC affiliate in Great Falls, KHBB-TV the ABC affiliate in Helena, and KULR-TV the NBC affiliate in Billings who have been using OSi since 2003. Also joining the OSi cluster in Montana is KMMF-TV, the Fox affiliate in Missoula/Kalispell for which Max Media of Montana manages sales and traffic functions.

Linda Gray, President and General Manager of Max Media of Montana, was pleased to see the efficiency of a centralized environment, but it was OSi's outstanding reputation and strong support staff that influenced the group to move to Optimal Solutions, Inc. "OSi makes managing a group operation much more efficient with its standard and customizable reports that are available in real time on my desktop. The team at OSi thoroughly understands today's broadcast sales environment and is very responsive to the needs of its station clients. Also, the installation team was the best that I've worked with out of all the traffic conversions I've experienced in over 25 years in broadcasting," said Gray.

LaRae Babb, Traffic Director for Max Media of Montana stated, "The OSi conversion was the least stressful and the most fun of all the conversions I've done in my 21 years in the broadcast industry. OSi is tailor made for central casting multiple stations. Log editing and inventory management is much more efficient than any system I've worked on in the past 21 years."

Max Media of Montana's centralized traffic environment showcases OSi's ability to provide a mini-network programming setup and facilitates traffic in Combo Station environments where the system can place single buy line spots at the same time across both stations of the combo.

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 than 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.

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