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## PRESS RELEASE

\*\*\*FOR IMMEDIATE RELEASE\*\*\*

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### **OPTIMAL SOLUTIONS, INC. INTRODUCES MAJOR UPDATE TO OSi-TRAFFIC**

*New Version of Industry Leading Traffic, Billing and Yield Management Application Features New Multi-Level Workflow and Copy Exclusion Indecency Blocker*

**Kansas City, Missouri—August 2005—** Optimal Solutions, Inc. (OSi) today introduced a major update to OSi-Traffic, its industry leading Traffic, Billing, and Yield Management application licensed by more than 300 U.S. television, radio and cable outlets. This new version of OSi-Traffic features numerous additions designed to help media companies increase revenues, reduce costly errors and enhance salesperson productivity.

The introduction of OSi-Traffic version 5.1 delivers a new multi-level workflow designed for maximum flexibility and ease-of-use. OSi's workflow provides a multi-level contract approval process designed to provide greater control over the management of new and modified contract lines entered into the OSi-Traffic system. The workflow built-in approval and audit trails enable the sales staff to enter and manage their own contracts directly in the OSi-Traffic system. Delbert Parks, Vice President of Operations and Engineering at Sinclair Broadcasting said, "Because they are entering their own data, we no longer encounter the errors that came from someone trying to decipher if a scrawled figure was a seven or a nine when keyboarding the written order forms from the field." OSi workflow allows for unlimited order approval routing paths. When asked about OSi's new workflow, Peggy Fox, Traffic Manager from WTHR-TV the NBC affiliate in Indianapolis commented, "Workflow is an organizational method for the AE's. They know what is approved, what is on credit hold, and any rejected lines that the manager has sent back with a quick look at 'My Contracts'." OSi workflow will save the sales staff hours of data entry per week and improve station accountability.

The new version of OSi-Traffic also adds the ability to create copy exclusions in order to virtually eliminate the possibility of FCC indecency fines. The ability to pre-define media that cannot air in specific time ranges or programs will significantly reduce any possibility for 'undesirable' content to run during incorrect programs.

"OSi is dedicated to constantly creating new ways for our clients to be able to save valuable time and money," said Ed Adams, President of OSi. "OSi's long-term commitment to our clients means that we never stop enhancing our products and services. OSi-Traffic 5.1 improves on the industry's best traffic, billing and yield management application by adding new functionality to boost productivity and improve accountability."

OSi-Traffic version 5.1 will be available third quarter of 2005. It integrates with the OSi AdConnections sales proposal and the OSi Business Intelligence applications to provide workflow between departments and real-time reporting.

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### **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](http://www.osi-corp.com) to learn more.

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