



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: <http://www.osi-corp.com>

Sinclair Signs with AdConnections

Sixteen top ranked broadcast television stations to be live with AdConnections and OSi-Traffic

Kansas City, MO, March 30, 2005 – We are pleased to announce Sinclair Broadcast Group, Inc. has officially signed sixteen top ranked broadcast television stations with AdConnections. “Sinclair Broadcast Group was extremely impressed with our feature rich application. There were a variety of points that gave AdConnections the advantage,” said Ed Adams, President of OSi. “The flexibility, design and instant response in delivering a browser based broadcast sales system is unprecedented. Our research and the ability to estimate, create multiple books and negotiate ratings “on the fly” was one of the many key features that stations felt to be a large advantage to sales,” continued Adams.

For OSi, signing Sinclair with AdConnections marks a significant milestone. The large scale implementation will showcase the powerful synergy and full integration between OSi’s traffic solution, OSi-Traffic, and its’ sales product, AdConnections. OSi looks forward to providing its fully integrated sales and traffic solution to its existing client base and future clients.

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.

###