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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Sinclair Broadcast Group signs with OSi-AdConnections

58 station television group to move to the OSi sales system

Kansas City, MO, March 1, 2006 – OSi today announced a multi-year contract to convert Sinclair Broadcast Group's entire television station group to OSi-AdConnections, OSi's premier sales solution package. Sinclair Broadcast Group, Inc., one of the largest publicly traded broadcasting companies, owns and operates 58 television stations in 36 diverse markets around the country.

The diversity of their markets was a key reason for Sinclair to opt for OSi-AdConnections. "We were searching for an application that would pull together sales information from across our operations to create a centralized corporate view. With OSi-AdConnections, we have a unified solution with a flexibility of design that is unprecedented," said Delbert R. Parks III, Vice President of Operations and Engineering at Sinclair Broadcast Group.

The large scale implementation will showcase the powerful synergy and integration between OSi's traffic solution, OSi-Traffic, and its sales product, OSi-AdConnections. The integration gives Sinclair seamless electronic transfer of sales proposals, shared client information, readily available inventory, and automatic overnight posting. These functions will provide Sinclair with an enhanced traffic-sales solution that is not only customized to their needs but also supplies them with immediate, practical responses.

The complete integration between traffic and sales will ultimately incorporate information, reduce data-entry time and provide instant response and access to clients and managers. "Posting on AdConnections is a huge time saver. Previously, on one account I had 38 vendors whose information had to be processed separately and manually. That took tons of time. Now all I have to do is put in the invoice numbers and it's done," said Rick Wells, a senior AE at WUTV, New York.

"Sinclair Broadcast Group has successfully streamlined its station operations with OSi-Traffic. The addition of the OSi-AdConnections sales system enables Sinclair to take the next step towards a fully integrated process.," said Ed Adams, President of OSi.

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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