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## **PRESS RELEASE**

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

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### **OSi COMPLETES ACQUISITION OF ADCONNECTIONS**

*OSi moves forward with a fully integrated system unrivaled in the marketplace.*

**Kansas City, MO., March 15, 2005** — Optimal Solutions Inc. (OSi) has acquired AdConnections. OSi has combined its industry-leading broadcast software (OSi-Traffic) with AdConnections' sales software system. This bold new initiative sees OSi taking a giant step forward with respect to its competitors in the marketplace. OSi's acquisition of AdConnections allows its clients to take advantage of an unparalleled product integration that enhances operational efficiency and provides a thorough business solutions package.

"The new OSi venture is to offer clients a seamless and powerful end-to-end business solution," said Ed Adams, President of OSi. Television broadcast owners and executives will be pleased to see how OSi-Traffic and AdConnections work together to meet the demands of tomorrow's business. Ad sales and inventory placement will get an enormous boost from this partnership by integrating the information, reducing data entry time, and provide instant response and access.

AdConnections is an internet-based sales software system providing real-time access to Nielsen avails, research and audience reporting, any time of the day and from anywhere. AdConnections' open architecture can handle multiple traffic systems, extending to e-contracting and yield management. AdConnections enables OSi clients to compete, communicate, collaborate and negotiate around the clock. AdConnections is built on an open, secure, XML-based and flexible infrastructure ([www.adconnections.com](http://www.adconnections.com)). One of the advantages of the AdConnections concept is that it preserves existing processes and

relationships while eliminating errors, reducing steps and streamlining existing business practices. Another crucial element for clients is that AdConnections will be fully compatible with existing communication and administrative systems and intranets.

The power of OSi-Traffic combined with AdConnections will not only boost client confidence but also promises to generate greater sales revenues. OSi's venture will undoubtedly increase market competition, providing an even greater incentive for its current and prospective clients to rely on OSi-Traffic's fully integrated business solution. On almost all levels of functionality, AdConnections has optimized speed, reliability and efficiency, lending to unbeatable customer satisfaction.

This acquisition by OSi will in no way adversely affect those clients previously using AdConnections. It will, however, give its clients greater confidence in a partnership that emboldens shared interests and priorities. OSi clients will have a decisive advantage in the market place, enabling them to access sales and traffic information in real time, making spot selections, pricing and prioritizing much more effective than its rivals.

For OSi, the partnership with AdConnections is a step in the right direction. With the current expansions and growth within the company, OSi's aspirations of becoming a leading force within the broadcast industry seem to bear fruit.

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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 than 250 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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