



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>

Cordillera Broadcasting Company's Corpus Christi Stations go live with OSi

Kansas City, MO December 27, 2004 -OSi is pleased to announce that all of the Cordillera Broadcasting Company Corpus Christi, TX operations; KRIS-TV, the NBC affiliate, KDF-TV, the Fox affiliate and KAJA-TV the Telemundo affiliate, are now live with OSi traffic.

The successful conversion of the three stations took place during the month of December. With traffic operations centralized into one application, users report much more efficiency with placing buys across the three stations, enhanced spot management capabilities in the traffic departments and centralized reporting for the sales and accounting management staffs.

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 to learn more.

###