



Optimal Solutions Inc.

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Davis Communications Signs with OSi

Kansas City, MO – December 28, 2004 OSi is pleased to announce that Davis Television, LLC. has signed with both OSi and AdConnections. Davis Television owns WFXS-TV, the Fox affiliate, in Wausau, Wisconsin. "This station is especially exciting as it represents our companies' first dual presentation with OSi and AdConnections," said Ed Adams, president of OSi. "The powerful synergy between our two applications will provide a world class broadcast solution," he continued.

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.

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