



Optimal Solutions Inc.

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Equity Broadcasting Signs with OSi

St. Louis, MO, October 1, 2003 – We are very pleased to announce that Equity Broadcasting has officially signed with OSi. Equity Broadcasting is located in Little Rock, AR and represents the following stations:

KEYU-TV (UPN)	Amarillo, TX	KTWO-TV (NBC)	Casper, WY
KDEV-LP	Aurora, CO	KUTH-TV (UNI)	Salt Lake City, UT
WBVT-TV	Burlington, VT	KWBF-TV (WB)	Little Rock, AR
KUTF (Telefutura)	Price, UT	KWBS-TV (PAX)	Springfield, MO
KFDF-TV (UPN)	Fort Smith, AR	KYPX-TV (PAX)	Little Rock, AR
WNGS (IND)	Springhill, NY	WNYI-TV	Ithaca, NY
KKTU-TV (NBC)	Cheyenne, WY	WBMM-TV (PAX)	Montgomery, AL
KLRA (UNI)	Little Rock, AR	WMQF-TV (FOX)	Marquette, MI
KWBM (WB)	Harrison, AR	WPXS-TV (PAX)	St. Louis, MO
KPBI-TV (FOX)	Fort Smith, AR	KFFW	Waterloo, IA
KBCJ	Vernal, UT	KQUP-TV (UPN)	Spokane, WA
KQOK-TV (IND)	Oklahoma City	KTVC-TV (PAX)	Eugene, OR
KTVY-TV (IND)	Las Vegas, NV		

Equity Broadcasting has already centralized their operations in the Little Rock, Arkansas market and is making headlines with innovative ways to make broadcasting more efficient. We are very happy and proud to be able to assist them in these efforts.

For more information about Equity Broadcasting, visit www.ebcorp.net

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 140 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. OSi-Traffic, a 32-bit, PC-based traffic and billing system, has been designed to meet and exceed the increasing demands of broadcast television stations for more efficient ways to manage their daily business tasks. OSi software allows traffic and sales managers to better maximize a station's revenue potential while reducing redundant tasks and costly errors. Business managers can work more efficiently by taking full advantage of OSi's feature-rich and fully integrated accounts receivable program to streamline workflow. With more than six years of production experience, OSi-Traffic is a proven solution for managing station operations in a centralized, multi-channel, multi-station environment. Optimal Solutions, Inc. continues to set the new standard for PC-based traffic, sales and billing solutions.

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