



Optimal Solutions Inc.

400 Chesterfield Center

Suite 400

Chesterfield, MO 63017

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Michael Margraf, Vice President
Telephone: 636.537.7864
Fax: 253.679.4284
Email: mmargraf@osi-corp.com
Website: <http://www.osi-corp.com>

Griffin Communications signs with OSi

St. Louis, MO, April 8, 2004 – Optimal Solutions, Inc. is pleased to announce KWTV-TV the CBS affiliate in Oklahoma City and KOTV-TV the CBS affiliate in Tulsa has officially signed with OSi. Owned by Griffin Communications the company is known as one of Oklahoma's leading broadcast companies.

Griffin Communications not only owns KWTV-TV and KOTV-TV, but also has interests in Sooner Sports Properties with Learfield Sports and Renda Broadcasting that licenses the rights to market the University of Oklahoma Athletics. Griffin Communications also has a partnership with Cox Communications in operating a 24-hour cable news channel, News Now 53, and has a minority interest in the MediaVergence Group purchased by Internet Broadcast Systems, Inc. (MediaVergence markets an Internet-based weather product).

KOTV-TV Channel 6 and KWTV-TV Channel 9 will run a centralized traffic model. With CBS as its common affiliation, Griffin will be creating synergies between the two stations never realized before.

Dick Dutton - Vice president, Director of Technology announced OSi as its system of choice to meet Griffin's strategic plans for the future. "After an extremely comprehensive discovery process, in traffic applications it was clear OSi was the leader in state of the art technology and operations systems"

For more information about the Griffin Communications, visit their station websites at:

www.kotv.com (Tulsa, OK)

www.kwtv.com (Oklahoma City, OK)

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.

###