



***Optimal Solutions Inc.***

400 Chesterfield Center

Suite 400

Chesterfield, MO 63017

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## **PRESS RELEASE**

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

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

### ***JW Broadcasting Selects OSi***

**St. Louis, MO, October 10, 2003** – We are pleased to announce that JW Broadcasting, representing KMIZ-TV (ABC), KQFX-TV (FOX) and KZOU-TV (UPN) of Columbia, Missouri, has officially signed with OSi. With three affiliates, OSi will be consolidating operations and assisting in the technology build out of the station.

#### ***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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