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## **PRESS RELEASE**

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

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### **KOBI-TV/KOTI-TV Medford, Oregon go live with OSi**

**Kansas City, MO August 9, 2004** - Optimal Solutions, Inc. is delighted to announce the addition of their newest client, KOBI-TV and KOTI-TV in Medford Oregon. William B. Smullin launched the first radio and television stations north of San Francisco; and in 1953 he started Oregon's first VHF television station, currently the NBC-affiliate KOBI, in Medford. Mr. Smullin also founded, California-Oregon Broadcasting Inc. (COBI), which is the oldest independent broadcasting company in the western United States and second oldest in the country. COBI also started the first cable system north of San Francisco.

The family run broadcasting company owns four television stations in Oregon and cable systems in central and eastern Oregon. In addition to the Medford stations, they own KEVU, an independent station and KLSR-TV, the local Fox Network affiliate, both located in Eugene, Oregon. Patsy Smullin, daughter of founder William Smullin, is the president, CEO and co-owner of Medford-based COBI.

KOBI-TV and KOTI-TV now generate OSi traffic logs, and take advantage of OSi's Combo Station traffic feature. In addition to providing consolidated reporting and traffic resources, the sales staff can place spots on KOBI-TV, KOTI-TV or both stations simultaneously. Roger Harris, Vice President - Comptroller, was quoted as saying, "we chose OSi because OSi-Traffic is best equipped to handle our primary- satellite station setup."

"OSi is proud to offer new technologies to the California-Oregon Broadcasting Group and we look forward to very long term relationship with KOBI-TV and their talented staff," said Ed Adams, President of Optimal Solutions, Inc.

For more information about KOBI-TV, visit their website at [www.localnewscomesfirst.com](http://www.localnewscomesfirst.com)

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#### **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 that 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](http://www.osi-corp.com) to learn more.

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