



Optimal Solutions, inc.
200 NE Missouri Rd
Suite 301
Lees Summit, MO 64086

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Michael Margraf, Vice President
Telephone: 816.434.4006
Fax: 816.434.4001
Email: mmargraf@osi-corp.com
Website: www.osi-corp.com

LAT-TV TO GO LIVE WITH OSi

Industry proven experience and multi-station features clinch deal for OSi

Kansas City, Missouri—March, 2006 – Optimal Solutions, Inc. (OSi) announced today a multi-year deal with LatinAmerica Broadcasting, Inc.™ (LAT TV). LAT TV is entering the Hispanic broadcast market by launching television stations in the top five U.S. Hispanic markets – Houston (KCVH-30), San Antonio (KISA-40), Austin (KVAT-17), and Dallas (KJJM-34). The deal, which provides traffic and billing solutions to LAT TV, was credited to OSi's industry proven multi-station/network features, corporate reporting, and integrated products.

Houston based LAT TV will cover 5.2 million Hispanics and expects to reach 50% of the Hispanic population as it adds more owned and operated stations across the country. Committed to serving the growing broadcast needs of today's Hispanic population, LAT TV promises trend-setting programming on community and family issues that informs and entertains viewers.

Wes Burd, Chief Operating Officer of LAT TV says, "We are very excited to work with OSi as their service and knowledge of the TV Sales and Traffic industries compliment our efforts. OSi's state-of-the-art software along with the ability to manage multi-station features and their excellent reporting system are why we chose OSi. Their competitive pricing, media planning software and interactive systems will assist in the accelerated growth that we are planning for our company."

OSi's ability to manage a true Network and Affiliate relationship provides LAT TV with features that reduce redundant data-entry and allow instantaneous filtering of information to multiple stations. Designed for multi-network and multi-market environments, OSi also gives LAT TV a single, centralized database that streamlines operations in a cost effective manner. This unique feature of OSi-Traffic provides LAT TV with real-time corporate reporting that is efficient, consolidated, and unmatched in the industry.

"LAT TV's entry in to the Hispanic broadcast market is an exciting venture for us. We welcome LAT TV to the OSi-family and look forward to a long and beneficial relationship", says Ed Adams, President of OSi.

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 350 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.

###