



Optimal Solutions, Inc.

1300 NW Jefferson Ct.
Kansas City, MO 64015

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Michael Margraf Vice President
Telephone: 636.405.1065
Fax: 800.542.2788
E-mail: mmargraf@osi-corp.com
Web site: <http://www.osi-corp.com>

OSi TO PROVIDE TRAFFIC FOR ALL SINCLAIR BROADCAST GROUP STATIONS

Leading Broadcaster Selects OSi to Provide Broadcast Trafficking Solutions to Television Stations

KANSAS CITY, Mo., June 30, 2004 — Optimal Solutions, Inc. today announced a multi-year agreement to provide broadcast trafficking solutions to Sinclair Broadcast Group Inc. OSi's applications lead the industry in maximizing revenue and optimizing inventory in consolidated multi-channel/multi-station environments. Sinclair, one of the largest independently owned television broadcasters in the U.S., cited OSi's robust corporate reporting, enterprise-class system performance and vast experience with multi-station environments as key factors in its decision. The OSi-Traffic system was launched in 1998 and is currently running at more than 190 broadcast stations.

"We are honored that Sinclair has decided to standardize its entire group on OSi's trafficking solution," said Ed Adams, President of Optimal Solutions, Inc. "This leading broadcaster's confidence in OSi confirms the strength and advantages of our traffic software. We look forward to delivering greater revenue benefits, productivity gains and IT value to the Sinclair stations."

"We have been evaluating traffic systems for the last two years and OSi demonstrated their ability to meet all of our selection criteria," commented Del Parks, Vice President of Engineering and Operations for Sinclair. "The competitive and reporting environments get more challenging every day. Having easy access to our commercial spot data, historical analysis and the ability for our traffic and sales analysis software (Agent Smith) to present accurate information in an intelligent, yet easy-to-read, reporting format were critical factors in our decision-making process. In addition to the in-depth analytical and management tools at the station level, OSi provides our corporate staff with faster reporting and consolidation features," Parks said.

Annina Kramer, Sinclair's Director of Traffic Operations, led a team of five Sinclair traffic managers in the eighteen-month evaluation process. She stated "The OSi software will be easy for our traffic departments to learn. It is intuitive and its features will be big time savers at the stations."

The software is designed to meet and exceed the increasing demands of broadcast television stations and to provide an efficient, cost-saving way to accomplish daily business tasks. Through its easy-to-use, Windows-based interface, OSi software allows traffic and sales managers to maximize a station's revenue potential while reducing redundant tasks and costly errors. Business managers are able to capitalize on the advantages of OSi's feature-rich and fully integrated accounts receivable program. With more than six years of production expertise, OSi-Traffic is a proven solution for managing station operations in a centralized, multi-channel, multi-station environment.

###

Company Information:

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 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 to learn more.

About Sinclair Broadcast Group, Inc.

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies owns and operates, programs or provides sales services to 62 television stations in 39 markets. Sinclair's television group includes FOX, WB, ABC, CBS, NBC, and UPN affiliates and reaches approximately 24% of all U.S. television households. For more information, please visit Sinclair's web site at www.sbg.net.