



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

OSi COMPLETES SINCLAIR BROADCAST GROUP IMPLEMENTATION IN LESS THAN A YEAR

Conversion to OSi-Traffic gives Sinclair Broadcast Group a more centralized reporting system and a recurring annual savings of \$ 600,000.

Kansas City, Missouri—November, 2005— Optimal Solutions, Inc. (OSi) today announced the successful conversion of Sinclair Broadcast Group's 60 stations to OSi-Traffic. It is one of the largest traffic conversions in history and the entire process took OSi less than a year to complete. This new conversion to OSi-Traffic gives Sinclair Broadcast Group a more centralized reporting system and an anticipatory savings of \$ 600,000 per year.

Sinclair Broadcast Group's AS/400 systems were replaced with OSi-Traffic that runs on Microsoft® SQL Server™ 2000 Enterprise Edition (64-bit) and the 64-bit version of Microsoft Windows Server™ 2003 Datacenter Edition.

Delbert Parks, Vice President of Operations and Engineering at Sinclair Broadcast Group said, "With OSi-Traffic and SQL Server, we can pull a report and say, 'Show me all the ad revenue for the American Idol show that ran last night on all of our 19 FOX stations.' Today I can pull that report in an instant. With our old system, we would have had to call 19 stations and ask for the numbers."

The conversion to OSi-Traffic is giving Sinclair employees many benefits including a "spot engine" that summarizes business rules to help traffic managers ensure that there is no conflict between advertisements. OSi-Traffic also creates month-end reports based on all placed spots, and generates invoices for advertisers. Additionally, OSi-Traffic includes business intelligence (BI) data warehouse to help Sinclair analyze the centralized data from all of its stations. This pooling together of data that previously resided on 34 separate computers is giving Sinclair a better view into its business operations that it has long desired. OSi-Traffic provides information in real time that couldn't practically be pulled together before. These changes in the operating environment and the replacement of its AS/400 systems are the prime reason for their new recurring annual savings of \$600,000.

"OSi is dedicated to constantly creating new ways for our clients to be able to save valuable time and money," said Ed Adams, President of OSi. "OSi's long-term commitment to our clients means that we never stop enhancing our products and services. OSi-Traffic 5.1 improves on the industry's best traffic, billing and yield management application by adding new functionality to boost productivity and improve accountability."

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 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.

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