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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Sinclair Conversion to OSi-Traffic more than 2/3 complete

OSi to Complete Sinclair Broadcasting Implementation in less than a Year

Kansas City, MO. April 19, 2005 – When OSi started the implementation of the first of 60 Sinclair Broadcasting television stations in the fall of 2004, it embarked on the largest traffic conversion in history. With more than half of the stations converted to OSi-Traffic, OSi is gearing up to complete the implementation of the remaining 17 Sinclair broadcast stations by the middle of third quarter 2005. In less than a year, each of the stations will have completed the conversion to OSi-Traffic. The conversion schedule initially spanned the course of 18 months. After the second month of installations, it was apparent to OSi and Sinclair that due to the smoothness of the transition, the installation schedule could be accelerated.

Sinclair is centralizing traffic operations. "Our basic premise is centralized planning and decentralized execution," said Del Parks Vice President of Engineering and Operations. The group's traffic system stands as the center of those projects. The station is currently "in the middle of the largest traffic-system conversion in history," says Parks. The system, from OSi, has more functionality than previous ones, and the technology is fresher. "Traffic systems are the heart and soul of TV stations..."

"We are pleased to see the progress and smoothness of the conversion," said Ed Adams, President of Optimal Solutions, Inc. "Although the sheer number of Sinclair stations has stretched our training teams," Adams continued, "along with Sinclair's implementation schedule we have been able to complete 12 additional OSi-Traffic implementation projects and more than 20 AdConnections implementation projects."

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.

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