



Optimal Solutions Inc.

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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OSi Signs WDAY+ TV

St. Louis, MO, February 10, 2004 – We are pleased to announce that WDAY-TV, the ABC affiliate in Fargo, and WDAZ-TV in Grand Forks, North Dakota has signed with OSi. Owned by Forum Communications, WDAY-TV and WDAZ-TV signed on in 1953 and have consistently been the #1 ranked station in the market. Susan Eider, Operations Manager, is pleased to see a traffic system so tuned to the needs of a broadcast station.

WDAY account executives have the ability to place advertising on WDAY-TV in Fargo, WDAZ-TV in Grand Forks or both stations simultaneously. Advertising on both stations gives the advertiser the advantage to target market through the entire Fargo DMA. Advertisers purchasing the WDAY/WDAZ combination also get their advertising message access to the Canadian Cable System. In Winnipeg alone, more than 256,000 homes are wired into the cable system and receive the WDAZ-TV signal.

Forum Communications was founded in 1878 as a Newspaper company for the Fargo Tribune. For more information about Forum Communications, visit www.forumcomm.com.

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 140 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. OSi-Traffic, a 32-bit, PC-based traffic and billing system, has been designed to meet and exceed the increasing demands of broadcast television stations for more efficient ways to manage their daily business tasks. OSi software allows traffic and sales managers to better maximize a station's revenue potential while reducing redundant tasks and costly errors. Business managers can work more efficiently by taking full advantage of OSi's feature-rich and fully integrated accounts receivable program to streamline workflow. With more than six years of production experience, OSi-Traffic is a proven solution for managing station operations in a centralized, multi-channel, multi-station environment. Optimal Solutions, Inc. continues to set the new standard for PC-based traffic, sales and billing solutions.

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