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Press Release

ON-Line Strategies expands sales and marketing efforts

OLS hires new Director of Marketing

Dallas, TX, January 15, 2008: On-Line Strategies, Inc. (OLS) announces the recent addition of Hugh Bursi to the management team as Director of Marketing for the company.

In this position, Hugh is to initiate a new marketing strategy and program to strengthen OLS Brand awareness in the Personal Consumption Expenditures (PCE) payments marketplace as well as expand the current sales and marketing programs.

Hugh joins OLS from DTI Associates, Inc. where he served as a senior manager for audit, security and compliance supporting a highly successful project for the Department of Labor which had visibility at the White House level. Prior to that role, he held various sales and marketing positions with Fortune 500 eCommerce provider, Sterling Commerce. Hugh has over 30 years experience in the payments processing industry including stints as leading providers such as FFMC (now FDR) and S2 Systems (now ACI).

"Hugh's outstanding experience in marketing and sales as well as his in-depth technology background is what we need as we strengthen our marketing efforts and expand the awareness of the OLS brand in the marketplace," said Terry Richards, President and CEO of On-Line Strategies, Inc.

On-Line Strategies, Inc., ('OLS') is Dallas-based and specializes in providing products and services to medium and large businesses in support of their mission-critical payment systems such as automated teller networks, point-of-sale devices/networks, and third-party pharmacy networks. The company provides enterprise high performance payments software (OLS.Switch) as a in-house or out-sourced solution, strategic and technical business process consulting, 24x7x365 production support, integration of traditional and Internet-based payment solutions, and performance optimization for new and existing systems dedicated to on-line transaction processing ('OLTP').

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