



FOR IMMEDIATE RELEASE

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NEW MARKETING & PR AGENCY APPOINTED

BY INFORMATION SYSTEMS ASSOCIATES

Stuart, Florida, April 9th, 2013: Information Systems Associates, Inc. (OTCQB:IOSA) a leading provider of datacenter optimization software, services and solutions, is pleased to announce that FMI Marketing, Inc. a Florida based full service marketing and PR agency, has been appointed to provide support and guidance to the organization through a series of initiatives that will help raise brand awareness, corporate identity and sales opportunities.

Commenting on this announcement, Adrian Goldfarb, President & COO of ISA said, “The timing in appointing a specialist marketing and PR company could not be better. Following ISA’s recent restructuring, there are several areas of potential growth identified and with FMI Marketing’s

experience, the company is now far better placed to exploit these opportunities. We are currently enhancing products and looking into new markets, both nationally and globally and with FMI Marketing's support, there is certainly the potential for greater success.

FMI Marketing has been tasked with weekly PR announcements ranging from financial releases, the launch of OSPI® version 4, a mobile data asset management with RFID, a new website and the introduction of DACENTI®, next generation software for asset management, inventory, and data collection for the data center.

Jeremy Phillips, President & CEO of FMI Marketing said, "We're excited by the prospect of helping ISA with its market positioning and growth aspirations. The company appears extremely well placed, with its proprietary and patented technology, to open many more doors and we look forward to assisting with these endeavors and reporting on their successes." Phillips added, "FMI Marketing has for over two decades, helped companies raise their identity and business opportunities on a global platform and for the last ten years, as specialists in South Florida. We continue to be pro-active within the technology sector, including data communication and storage, so obviously excited to now be associated with ISA!"

About Information Systems Associates

Information Systems Associates, Inc. (OTCQB: IOSA) based in Stuart, FL, is a leading provider of Mobile Data Center Management systems and turnkey data center management solutions. The suite of products and services include data center asset/inventory management, data center management software and data center data collection. Utilizing a proprietary and patented technology, OSPI (On Site Physical Inventory), customers manage data centers on a mobile basis, bringing data center management out of the office and into the data center. Information

Systems Associates holds the trademarks for On Site Physical Inventory, OSPI and Mobile Data Center Management.

For more information visit our website <http://www.isa-inc.net>

About FMI Marketing

FMI Marketing is a specialist Public Relations and Marketing Consultancy that helps companies raise their corporate identity and increase brand awareness. The company has been established for over 25 years, and has experience in a variety of vertical markets including: marine, technology, satellite communications, telecommunications, software, hardware and financial.

FMI Marketing's key competencies include:

- Discovery appraisal of a company's existing sales and marketing plan
- Strategic recommendations to increase corporate identity, brand awareness and market share
- Successful implementation of agreed actions
- Success accountability

For more information visit our website <http://www.fmi-marketing.com>

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