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FOR IMMEDIATE RELEASE

OTI Orlando Moves to New Building

Orlando Headquarters Operation Moves To New Office and Warehouse Facility

ORLANDO, FLORIDA – October 19, 2010 – Option Technologies Interactive, a leading provider of audience response solutions, today announced that the Orlando based headquarters facility has moved to 3301 Bartlett Boulevard , Orlando, Florida, 32811. The change is effective immediately.

The new facility, located near the previous location, features a more efficient office and warehouse layout that matches the needs of the OTI sales, software development and operations team. “After nine years at our previous location, we are excited about our new location. It provides nicer offices and a more secure warehouse layout”, said Mark Fite, President and CEO.