

February 25, 2014



# Information Systems Associates, Inc. Shareholder Update

## Four Core Initiatives Prepare Company for Future Growth

STUART, FL -- (Marketwired) -- 02/25/14 -- Information Systems Associates, Inc.(OTCBB: IOSA) or ("ISA"), an emerging software and services company announced today that has provided its shareholders with a progress report. The Company has been involved in a series of key initiatives to transform its business and provide a significant platform for growth over the next 12 - 24 months.

Specifically, the Company has:

- Signed a multi-year agreement with FacilityTeam Inc. of Toronto for development services as the first stage of joint venture announced in October 2013.
- Planned general availability of a new Information Technology Asset Management (ITAM) "Software as a Service" in Q2.
- Engaged an experienced ITAM sales consultant who is expected to lead the revenue team once the new offerings are available.
- Completed implementation of the Company's core technology with a multi-billion dollar global information technology company in Q1.
- Focused on building a pipeline of new business directly and through partners for Q2 and beyond in a variety of industries including property management, financial services, and government entities.

ISA's management has been very active over the past several months on identifying the best market opportunities in its area of specialization and getting all the Company's resources focused on making the necessary changes to set the stage for higher growth. Specifically, the Company is ready to transition from primarily a professional services role in concert with industry partners, to providing asset management technology using the "Software as a Service" business model supported by its professional and consulting services.

Adrian Goldfarb, ISA's President and CFO said, "The entire company is focused on building a world class asset management offering. We plan to deliver our solution with a low cost of entry to our clients and support the implementation with our core strengths in consulting and professional services." He went on to say that the IT market is wrestling with ever expanding budgets for their IT infrastructure. The ISA offerings are intended to offer significant savings in several key areas including power consumption, software costs, and equipment depreciation. "In concert with our development partners, FacilityTeam, we have designed a system that is customer focused so that an organization can quickly realize the benefits without the extensive implementation costs so often associated with infrastructure software."

ISA recently engaged a seasoned sales executive with extensive industry knowledge in the

ITAM arena to consult for the Company prior to releasing the new offerings into the general market. Peter Schwoerer has had an extensive career in software sales including time with IBM and Oracle and more recently as a sales director with a companies specializing in cloud computing solutions and real-time asset management.

The Company also continues to be selected by large organizations to help them understand their data center environments and starting in late Q1, it expects to be retained for several large engagements this year.

The shareholder update can be viewed in its entirety at <https://ir.stockpr.com/isa-inc/shareholder-updates>.

### ***About Information Systems Associates***

Information Systems Associates, Inc. (OTCBB: 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.

### ***Forward Looking Statements***

This press release contains forward-looking statements including the Company's plans to deliver its low cost solution, growth and expectations regarding its business beginning at the end of the first quarter. Forward-looking statements can also be identified by words such as "targets," "expects," "believes," "anticipates," "intends," "may," "will," "plan," "continue," "forecast," "remains," "would," "should," and similar expressions. Forward-looking statements are based on current expectations, are not guarantees of future performance and involve assumptions, risks, and uncertainties. Actual performance and results may differ materially from those contemplated by the forward-looking statements. We caution you therefore against relying on any of these forward-looking statements. They are neither statements of historical fact nor guarantees or assurances of future performance. Important factors that could cause actual results to differ materially from those in the forward-looking statements include, unanticipated issues with our working relationship with FacilityTeam, lack of sufficient capital to expand or improve our offerings and unexpected issues with our software offerings including bugs which cause a delay in the release of our offerings. Further information on our risk factors is contained in our filings with the SEC, including the Form 10-K for the year ended December 31, 2012. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

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

Information System Associates  
Adrian Goldfarb  
[agoldfarb@isa-inc.net](mailto:agoldfarb@isa-inc.net)  
772-403-2993

Stephen Hart  
Hayden IR  
[hart@haydenir.com](mailto:hart@haydenir.com)  
917-658-7878

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