

Information Systems Associates' CEO Issues Letter to Shareholders Discussing 2011 Accomplishments and Goals for 2012

**Revenues Increase to Approximately \$300,000 for the Fourth Quarter
Ended December 31, 2011 up 88% from the Third Quarter Ended
September 30, 2011**

STUART, Fla., Jan. 9, 2012 (GLOBE NEWSWIRE) -- Information Systems Associates, Inc. (OTCQB:IOSA) today announces revenues for the fourth quarter ended December 31, 2011 were approximately \$300,000 and issues a letter by its CEO to shareholders discussing accomplishments in 2011 and goals for 2012.

To Valued Shareholders and the Investment Community:

2011 was both an exciting and productive year for Information Systems Associates and this letter highlights the Company's 2011 accomplishments and our plans for 2012.

During 2011 Information Systems Associates completed the following:

- Transformed the Company from a reactive professional services company into a proactive selling organization with patented software products needed in the market;
- Completed a comprehensive Product Line Requirements Document (PRD) document on our next generation product based on in-house experience, Fortune 100 input, and customer feedback;
- Enhanced management reporting and audit performance statistical data in this latest product offering;
- Exhibited at Data Center World where it announced the release of OSPI v3 and introduced ISA's vision for its next generation mobile solution to numerous Fortune 100 technology leaders, receiving strong positive feedback on the product plan;
- Moved the aforementioned next generation product into the software development phase;
- Established an internal sales team with internal controls, process and tool sets to build a significant sales pipeline with measured quarterly results;
- Created all marketing collateral and programs to support sales efforts;
- Revised the corporate website to reflect our new product and service offerings;
- Instituted an international Value Added Reseller (VAR) program to offer the Company's products and services;
- Launched an Affiliate Program to accelerate lead generation and sales opportunities;
- Secured multiple relationships for ISA to become a VAR of complementary software solutions to open up additional revenue channels including:

- Signed an Implementation Partner Agreement with Raritan in support of Raritan's dcTrack DCIM software solution;
- Signed our first international Value Added Reseller, DataCentrix, headquartered in Johannesburg, South Africa;
- Signed a Referral Agreement with Optimum Path Solutions headquartered in Richardson, TX.; and
- Signed a Software Reseller and Implementation Services Agreement with Gammagroup, Consultants en Solutions d'Affaires, Inc. providing expansion into the Canadian market.

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These achievements led to improving financial results in the second half of 2011 as planned. Some of the highlights include:

- ISA reported revenue of \$160,000 for the third quarter ending September 30, 2011 which represented a 113% sequential increase over the previous quarter's revenue;
- The Company generated revenue of approximately \$300,000 for the fourth quarter ended December 31, 2011 which represented a 88% sequential increase over the previous quarter's revenue;
- ISA finished the fourth quarter of 2011 with over \$500,000 of new potential opportunities in the pipeline;

The plans for the Company for 2012 are as follows:

- Effective January 1, 2012 Mr. Gary Aron, VP of Business Development at AssetVue, Inc. joined the Board of Directors. Gary is a recognized Data Center industry veteran whose career spans twenty-five years;
- Complete the next release of ISA's software products that provides enterprise class mobile data center asset management;
- Exhibiting at Data Center World in March during which we will preview the latest release of our mobile data center asset management solution;
- Develop additional revenue channels through strategic partners and VARs; and
- Leverage the Company's existing sales force by adding product offerings with a concentrated effort on higher margin software sales.

I would like to thank our entire management team for their tenacious efforts and our shareholders for their support while we repositioned the Company in the first half of 2011. ISA has demonstrated this transition was successful with the last two quarters of revenue growth and it is well positioned to grow in 2012.

Sincerely,

Joseph P Coschera
Chief Executive Officer

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>

Safe Harbor Statement

Certain statements in this press release that are not historical, but are forward-looking, are subject to known and unknown risks and uncertainties which may cause the Company's actual results in future periods to be materially different from any future performance that may be suggested in this press release. Such risks and uncertainties may include, but are not limited to, the Company's need to raise equity capital and its ability to obtain equity financing on acceptable terms, if at all, regulatory limitations on the medical industry in general, working capital constraints, fluctuations in customer demand and commitments, fluctuation in quarterly results, introduction of new services and products, commercial acceptance and viability of new services and products, pricing and competition, reliance upon subcontractors and vendors, the timing of new technology and product introductions, the risk of early obsolescence of our products and the other factors listed under "Risks and Uncertainties" in our annual report on Form 10-K for the fiscal year ended December 31, 2010, and our other filings with the Securities and Exchange Commission. We assume no obligation to update the information contained in this news release.

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