

October 23, 2012



Information Systems Associates Pre-Announces Third Quarter 2012 Revenue of Greater Than \$250,000

PALM CITY, FL -- (MARKETWIRE) -- 10/23/12 -- Information Systems Associates, Inc. (OTCQB: IOSA), a leading provider of Mobile Data Center Management systems and turnkey data center management solutions, today pre-announced third quarter 2012 revenues of greater than \$250,000.

Third Quarter 2012 Highlights:

- Completed software sales to large organizations nationally and internationally including a materials resource company and a leading personal computer software manufacturer.
- Completed large professional services engagement with a major telecommunications provider.
- Initiated an in-house product development organization.
- Initiated several new projects for closure in the fourth quarter of 2012.

Adrian Goldfarb, Information Systems Associates' President and CFO, remarked, "I am very pleased with the progress the Company has made during the third quarter. Sales for both professional services and software were encouraging and our software business has taken the necessary steps to set the foundation for significant growth over the next 24 months." Mr. Goldfarb continued, "Like many technology companies, we are facing challenges with respect to the worldwide slowdown in capital expenditure. We will remain focused on maintaining our sales volume in conjunction with continued investments in developing the DataCenterEasy product suite."

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, in conjunction with industry leading Data Center Infrastructure Management (DCIM) software, customers can now manage data centers on a mobile basis, delivering more accurate information for decision-making on new investments in information technology. 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

This press release contains forward-looking statements including expectations from the

engagements during the third quarter of 2012. 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 unexpected issues with our software and other factors which may cause a delay in completing the professional services engagements. 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, 2011. 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.

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