

November 5, 2009



Information Systems Associates, Inc. Announces the Expansion of its Senior Management Team

PALM CITY, Fla., Nov. 5 /PRNewswire-FirstCall/ -- Information Systems Associates, Inc. (OTC Bulletin Board: IOSA), a datacenter optimization software, services and solutions company, today announces it has added Michal Cacossa as its Senior Vice President of Sales & Marketing and Stephen Noy as its Vice President of Operations. Mr. Cacossa is a seasoned technology sales executive with over 21 years of experience. Mr. Noy has over ten years experience managing IT operations for a number of small and large IT businesses.

Joe Coschera, President and Chief Executive Officer of Information Systems Associates, Inc. commented, "I am pleased to welcome Michael and Stephen to our team. With the addition of their respective areas of expertise, I believe that we are finally in the position to fully execute our corporate strategy and take the Company to the next level."

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<http://www.IOSA-IR.com>

About Michael Cacossa

Mr. Cacossa joins ISA as of November 2009; and comes with 22 years of technology, enterprise account management, and leadership experience. He currently drives and oversees ISA's new business development, and partner programs. Primary responsibilities are direct sales of software and consulting services, and expanding ISA's partner ecosystem to include Systems Integrators, OEM's, Resellers, and ISV's. He is responsible for building ISA's "Brand", messaging, and go-to-market strategies across all channels, and all market segments. Mr. Cacossa reports to ISA's President and CEO, Joseph Coschera.

Most recently prior to joining ISA, Mr. Cacossa provided managerial, market and sales advisory services to Apperian, Inc.; a leading new venture Enterprise Mobility, Consulting, and Development Organization.

Mr. Cacossa spent several years at Apple, Inc. in a variety of roles. He joined Apple in 2005 as Senior Account Executive managing 9 of Apple's Top 50 Enterprise Accounts in the world. After nine months of service, Mr. Cacossa was promoted to Regional Manager for the Commercial Business in the Eastern United States for the Enterprise Division. He was responsible for overseeing all sales in the Eastern U.S. for Apple's Business Enterprise clients. Mr. Cacossa managed high performance teams in building net-new market opportunities across all market segments including Hospitality and Health/ Life Sciences for the Enterprise Team.

Prior to joining Apple, Mr. Cacossa had a Senior Sales role with Veritas Software; the

world's largest storage software company at the time, in New York.

Prior to joining Veritas, Mr. Cacossa spent ten years with The Ergonomic Group, Inc., where he was a divisional founder in the Firm's Unix/ Consulting business. During his tenure at The Ergonomic Group, Mr. Cacossa was directly responsible, and oversaw sales of products and services in that division in excess of \$500 Million dollars.

Mr. Cacossa is married and has three children. He is a graduate of The University of Scranton, and has successfully completed and participated in many continuing education, professional and management programs. He is active in his community, and his local church.

About Stephen Noy

Stephen Noy has a diverse operational background working with both small start-up businesses and larger technology organizations such as Pivotal, Microsoft, System Software Associates, Playstation, Danone and Nationwide. Most recently, he has been providing business consultancy for an investment organization contracted to ISA. Mr. Noy has been working as a trusted advisor to ISA for the last 15 months helping strategize in key areas such as product development, website development, partner relationship management and business planning. Mr. Noy has ten years experience in managing operations in technology, consulting and events/logistics environments in both North America and Europe with success in delivering projects to exceptionally tight budgets and timelines.

Mr. Noy is coming onboard to continue developing strategies, processes and building teams that enable ISA to deliver world class products and services to our customers and partners while maximizing operating margins.

About Information Systems Associates

Information Systems Associates, Inc. (IOSA) is a leading provider of data center optimization software, services and solutions based out of Palm City, FL. Its core technology OSPI (On Site Physical Inventory®) provides a tool set allowing customers to create a highly accurate data set of their current IT assets. This information can be utilized to enable businesses to make meaningful decisions on Data Center Management that lead to optimization of resources, cost reductions and significant ROI.

For more information, please visit: www.isa-inc.net

Safe Harbor

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 (the "Act"). Additionally, words such as "seek," "intend," "believe," "plan," "estimate," "expect," "anticipate" "project" and other similar expressions are forward-looking statements within the meaning of the Act. Some or all of the events or results anticipated by these forward- looking statements may not occur. Factors that could cause or contribute to such differences include the ability of Information System Associates to attract customers for its services, and continue developing innovative datacenter optimization solutions. Further information on Information Systems Associates' risk factors is contained in its filings with the Securities and Exchange Commission, including the Form 10-KSB for the year ended December 31, 2008 and the Form 10-QSB filed

September 9, 2009. Information Systems Associates does not undertake any duty nor does it intend to update the results of these forward-looking statements.

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