

June 24, 2014



Information Systems Associates, Inc. Announces New Software Division

TrueVue 360(TM) Will Market New Technology

STUART, FL -- (Marketwired) -- 06/24/14 -- Information Systems Associates, Inc. (OTCQB: IOSA) announced today that it has created a new subsidiary, TrueVue 360™. Based in Coral Springs, FL, TrueVue 360™ will develop, market, and support a range of applications focused on asset management of information technology. The formation of the new division culminates a year-long development effort for a complete re-vamp of ISA's software offerings. The new company will be headed by Adrian Goldfarb, ISA's current President and CFO.

"I am pleased that we are now able to launch our new company as ISA's spearhead into this space. Separating our product business better enables us to execute our revenue growth plans." Mr. Goldfarb went on to say that he expects to launch a number of new products and market initiatives over the next 6 months under the TrueVue 360™ moniker.

As part of this announcement, TrueVue 360 has appointed Peter Schwoerer as Executive Vice President with responsibility for Sales and Marketing reporting to Mr. Goldfarb. Mr. Schwoerer has been a consultant to ISA since January and has previously held senior sales positions with a number of software companies. He stated, "I have been working with the ISA executives since the beginning of this year to build a pipeline of business in anticipation of the new product rollouts beginning shortly. We have considerable interest developing in what I believe will be a very cost effective solution for IT organizations."

Continuing the strategy communicated to shareholders earlier this year, the formation of TrueVue 360™ is another milestone in the execution of the four key initiatives described in that update. The new company will have complete responsibility for ISA's product business and will also take over responsibility for existing installations with key clients. ISA will continue to operate its traditional professional services and consulting business under the leadership of CEO and Founder, Joseph Coschera. As recently press released, ISA has an outstanding reputation for delivering high-quality projects focused on the IT asset management space. It is a trusted partner for other technology companies to engage in their projects because of the company's independence when working with or recommending solutions. "With more than 20 years of working in this specific application area, I am delighted that the Company is now on a path to expansion with the creation of TrueVue 360™. Under the leadership of Mr. Goldfarb and Mr. Schwoerer, I am convinced that this is the start of a great opportunity for ISA and our loyal shareholders." Mr. Coschera will continue to lead the company from a technology perspective and will hold a non-Executive Chairman position for TrueVue 360™. Mr. Goldfarb will also continue as ISA's President and CFO.

In addition to the existing professional services and consulting business, ISA is now seeking

to expand its available market by looking for complimentary companies and technology to add to its portfolio. The Company is currently engaged in discussions with potential partners and acquisition candidates. The Company also expects to update its shareholders on progress after the release of its next 10Q.

About TrueVue 360™

TrueVue 360™ based in Coral Springs, FL, is an early stage technology company engaged in the development of Software as a Service (SaaS) offerings focused on asset management of technology. It is a wholly owned subsidiary of Information Systems Associate Inc.

For more information visit our website <http://www.truevue360.com>

About Information Systems Associates

Information Systems Associates, Inc. (OTCQB: IOSA) based in Stuart, FL, is an established professional services and consulting company engaged through selected strategic partners to provide services for information technology asset management. Established in 1994, it prides itself on a reputation for on-time, accurate execution and reporting to its partners and their clients.

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

Forward-Looking Statements

This press release contains forward-looking statements including statements regarding the formation of a new company and its anticipated product releases, increasing revenues and expanding ISA's business through and in addition to TrueVue 360™. 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 a delay in the new company's development schedule, lack of demand from the target market or technical issues related to the new software offerings. Further information on Information Systems Associates' risk factors is contained in its filings with the Securities and Exchange Commission, including the Form 10-K for the year ended December 31, 2013. Information Systems Associates does not undertake any duty nor does it intend to update the results of these forward-looking statements.

CONTACT:

Stephen Hart

Hayden IR

917.658.7878

hart@haydenir.com

Source: Information Systems Associates, Inc.