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**Alpha Bay to Launch AIRS™ Retail Software in New York**  
**Fifth generation enterprise retail solution to premiere at NRF Annual Expo**

Salt Lake City, Utah – January 3, 2007 – Retail systems software and services provider, Alpha Bay Corporation, today announced that it will be introducing its new Adaptive Integrated Retail System at the National Retail Federation’s (NRF) 96<sup>th</sup> Annual Convention and Expo in New York City, January 14-17.

The Adaptive Integrated System—AIRS—is a completely new, fifth-generation enterprise retail system based on proven, state-of-the-art technologies that provide retailers with the real-time information needed to optimize profits. Architected exclusively for retailers, AIRS streamlines business processes and reduces costs at all levels of the enterprise.

“There’s a technology gap in enterprise retail systems,” said Jack Blount, CEO and founder of Alpha Bay Corporation. “In a market where profit margins are measured in tenths of a percent, outdated legacy systems do not provide retailers with the advanced functionality they need to successfully compete. The AIRS suite fills that void with a 21<sup>st</sup> century, full-featured solution that is adaptable to the needs of the individual retailer and easily integrates with existing hardware and software.”

AIRS utilizes a flexible, open, service-oriented architecture (SOA) that significantly reduces retailers’ costs of implementation and support. The architecture makes it easy to integrate and link into the extended functions of any business enterprise system (CRM, ERP, HR, etc.). AIRS permits the use of all leading-edge technologies including radio frequency identification (RFID), touchscreens, biometrics, and other beneficial solutions most current systems can’t fully support.

“The AIRS architecture is designed for all retail environments, from the five 9s that a Tier 1 retailer requires to the flexible and affordable SaaS offering for an SMB retailer,” said Blount. “Retailers today need information in real-time to reduce inventory and other costs across the supply chain and provide the right products to the consumer exactly when they want it to grow revenues. AIRS is the competitive edge retailers need.”

Alpha Bay will be hosting booth 1443 at the NRF show, taking place at the Jacob K. Javits Convention Center in New York City. The show will host more than 400 vendors and 15,000 attendees.

### **About Alpha Bay Corporation**

Alpha Bay Corporation is a retail systems software and service provider that delivers state-of-the-art technology solutions to service the burgeoning demands of today's retailers, who must compete in an ever changing world of foreign competitors, online retailers, disintermediation and an endlessly growing set of customer expectations. Alpha Bay AIRS™ enterprise retail system is built on a Linux and Java based SOA/ESA platform environment through a Web 2.0 interface and supports DB2, Oracle, SQL 2005, Netezza and Teradata. Visit the Alpha Bay website at [www.alphabay.com](http://www.alphabay.com).

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