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### **Alpha Bay Names John Tate to Board of Directors**

Salt Lake City, UT—January 9, 2007—Retail systems software and services provider, Alpha Bay Corporation, announced today that John Tate has joined the Alpha Bay board of directors.

“John Tate’s in-depth knowledge of the inner workings of large retail companies is an excellent asset to Alpha Bay,” said Jack Blount, CEO and founder of Alpha Bay Corporation. “He will be a key player in helping us to acutely understand retailers’ needs and provide them with a custom-tailored, 21<sup>st</sup> century software solution that will significantly increase their revenues and decrease their costs.”

Mr. Tate has more than 25 years experience in financial and general management of retail and consumer products companies such as Restoration Hardware, Williams-Sonoma, Zale Corporation, PepsiCo, and Dole Food Company. Mr. Tate currently operates Human Strategy Partners, a consulting partnership, of which he is the founder and CEO, that focuses on assisting high-growth retailers eliminate gaps in the key competencies necessary to achieve their growth plan.

“We are excited to have such a talented leader of the retail community join our team,” said Blount. “John’s leadership skills and talents further strengthen an already strong group of board members whose vision and experience will continue to advance Alpha Bay’s rapid growth strategy.”

#### **About Alpha Bay**

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 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 us at [www.alphabay.com](http://www.alphabay.com).

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