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Alpha Bay Names David Bradford to Board of Directors

Salt Lake City, UT—January 23, 2007—Retail systems software and services provider, Alpha Bay Corporation, announced today that David Bradford has joined the Alpha Bay board of directors.

“Alpha Bay is thrilled with the addition of such a talented business leader to our company,” said Jack Blount, CEO and founder of Alpha Bay Corporation. “David Bradford brings an incredible wealth of knowledge and wisdom to Alpha Bay, and we look forward to his contributions as a member of our board of directors. Alpha Bay is very focused on providing leading-edge solutions, and we think David’s insights and experience will be very valuable in helping to guide Alpha Bay in the years ahead.”

Mr. Bradford is a seasoned business leader and lawyer with over 25 years in the computer industry. From 1985 to 2000, Mr. Bradford served as Senior Vice President and General Counsel of Novell, Inc. His responsibilities spanned four different divisions including legal, government relations, business development, and security. Mr. Blount served with Mr. Bradford on the management team at Novell for seven years. For the past eight years, Mr. Bradford has been on the board of directors of Pervasive Software, Inc., a public company based in Austin, Texas, and is also engaged in legal and business consulting for a variety of companies. He is currently the CEO and founder of Ownli, LLC, a new debit card company that intends to change the way people spend money in America.

“David is highly qualified, and we are confident that he will be a great addition to our board of directors,” said Blount. “His experience and insight will be very valuable in helping us continue to achieve our goals and rapidly expand our operations.”

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.

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