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**Alpha Bay Corporation Partners with the Aberdeen Group to Sponsor their
2007 Benchmark Report “21st Century Retailer: Managing Customers,
Merchandise & Data”**

Salt Lake City, UT—February 13, 2007—Retail systems software and services provider, Alpha Bay Corporation, today announced its sponsorship of a research effort by the Aberdeen Group that studies how retailers are turning to technology in order to become truly multi-channel. The study examined the multi-channel practices, technologies procedures, experiences, and planned initiatives of more than 100 retailers.

According to the study, “84% of retailers surveyed conduct sales in more than one channel. The keys to success lie in implementation of technologies, a cultural adaptation to multi-channel sales enterprise, and proper management of tools and the resulting data,” states the Aberdeen Group.

“Cross-channel system integration is a critical problem not successfully addressed by most of today’s retailers or IT vendors,” said Jack Blount, CEO and founder of Alpha Bay Corporation. “Most retailers are still using a patched-together network of legacy software and hardware systems that is difficult and expensive to maintain. These systems communicate poorly—if at all—with other elements in the retail enterprise and result in reduced revenues for the retailer and limited services to the consumer.”

“Aberdeen defines multi-channel excellence as a stage in data management when data is captured in one channel and distributed throughout the enterprise via a centralized database. As a result of this integration all channels have access to identical data information and changes or updates occur in real-time throughout the system,” says the Aberdeen Group.

“Real-time integration,” continues Blount, “allows new customer services and a new level of business intelligence which allows retailers to improve business process and profits.”

To access a complimentary copy of the report, click here:
<http://www.aberdeen.com/link/sponsor.asp?cid=3863>

About Alpha Bay

Alpha Bay Corporation is a retail systems software and services provider that delivers 21st century technology solutions to multi-channel retailers. Whether customers purchase product in a traditional store, by catalog, or online, retailers must provide a seamless experience to stay competitive. Our software gives retailers the integrated, real-time data access they need to see where their inventory is, when they need it, across all channels of their business. This allows retailers to increase their revenues by raising the average order value, reducing out-of-stock situations, and dramatically increasing customer loyalty.

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