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### **AIRS™ Receives Great Reviews at the 2007 FMI Show in Chicago**

Salt Lake City, UT—May 15, 2007— Retail systems software and services provider, Alpha Bay Corporation, today announced that it successfully showcased its AIRS suite at The Food Marketing Institute's Supermarket Convention & Educational Exposition (FMI) that took place May 6-8, at the McCormick Place in Chicago. FMI's domestic member companies operate approximately 21,000 retail food stores with combined annual sales volume exceeding \$220 billion—more than half of all grocery store sales in the United States.

"Retailers struggle with a large technology gap in their retail systems," said Jack Blount, CEO and founder of Alpha Bay Corporation. "Grocery profits margins are measured in tenths of a percent and legacy systems do not provide retailers with the advanced functionality they need to successfully compete. AIRS provides retailers 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."

"More than 30,000 food retail executives attended FMI looking for ways to dramatically improve their business," continued Blount. "AIRS received a positive response, with the interest and enthusiasm going well beyond our expectations. Companies requested on-site product demos at their company headquarters in order to learn how AIRS can dramatically improve business processes, reduce costs, and increase revenues for their company. We're excited to start a long term business relationship with these companies."

#### **About Alpha Bay**

Alpha Bay Corporation is a retail systems software and services provider that delivers 21<sup>st</sup> 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.