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VIP Parts, Tires, and Service Selects Alpha Bay AIRS™ Retail Software

Salt Lake City, UT—August 8, 2007— Retail systems software and services provider, Alpha Bay Corporation, today announced that VIP Parts, Tires, and Service has selected the Alpha Bay AIRS™ enterprise retail system for its chain of 56 retail stores. VIP chose AIRS Point-of-Sale, along with the Inventory Management and Pricing Management components, to replace their current in-store system.

VIP Parts, Tires, and Service is one of New England's largest privately held automotive parts and accessory chains, headquartered in Lewiston, Maine. “VIP researched numerous vendors and conducted a lengthy selection process for a new enterprise retail system, and we found nothing in the marketplace that met all of our requirements except Alpha Bay AIRS,” said John Quirk, CEO of VIP. A key factor in the decision was that AIRS incorporates the ARTS reference model for retail, which is being enhanced for the automotive aftermarket. “The ARTS model not only meets VIP’s current requirements, but will provide the building block to grow our business well into the future,” added Quirk. In addition, Alpha Bay AIRS includes an embedded industry-leading Business Intelligence engine that will enable VIP to understand and respond to their customers needs at a level unmatched in the auto parts and service industry.

Alpha Bay AIRS will allow VIP to improve customer service through better customer loyalty capabilities, improved research and delivery times for specialty parts, and a streamlined check-out process. VIP will also achieve increased efficiency through real-time business intelligence across all their stores, greatly enhanced logistics and inventory capabilities, and reduced training requirements for store employees on the GUI-based AIRS interface. “With the AIRS Point-of-Sale system, our employees will be much better equipped to assist our customers in locating products in store, selecting the correct parts and accessories, transferring items from the warehouse or between stores, and fulfilling special-order parts requests,” said Quirk.

Alpha Bay will also be providing customization and integration services for VIP. The AIRS implementation at VIP will be fully integrated with technology from other best-of-breed solution providers, including an advanced warehousing system from Avorcor, and a proven shop

management system developed by Protractor. Alpha Bay AIRS will utilize Service-Oriented Architecture (SOA) to seamlessly integrate advanced supply chain functions across a network of VIP business partners to minimize inventory investment, while providing VIP customers with a complete “virtual inventory” of parts and accessories for any vehicle, regardless of year, make, or model. By integrating with VIP business partners and existing applications, Alpha Bay AIRS will give VIP total control across all business channels.

“By implementing the AIRS Point-of-Sale system, VIP is leading the way among retailers in the auto parts and service industry by providing a new level of customer service, which will set them apart from their competition,” said Jack Blount, president and CEO of Alpha Bay Corporation, “We are very excited to partner with them in this endeavor.”

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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