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### **Alpha Bay Corporation to Participate in Retail IT Summit 2007**

Salt Lake City, UT—August 30, 2007— Retail systems software and services provider, Alpha Bay Corporation, today announced that it will be participating in the Retail IT Summit 2007 in Monte Carlo, September 5-7. The third annual Retail IT Summit will bring together CIOs and other senior IT executives throughout the retail industry in Europe. Alpha Bay is one of the few U.S.-based retail vendors selected to participate in the Retail IT Summit 2007.

The retail industry has become increasingly competitive, and companies have recognized that advanced retail technology presents a strategic advantage. The Retail IT Summit was developed to address the concerns of IT executives in the retail industry, who are responsible for selecting and implementing technology to boost their company's bottom line.

The Retail IT 2007 Summit will cover popular topics including multi-channel retailing, business intelligence, customer loyalty, supply chain management, security, and service-oriented architecture. The Alpha Bay Adaptive Integrated Retail System (AIRS™) addresses all these common concerns of retail IT executives, and provides many other features and benefits to help companies reduce costs and increase revenue.

“Alpha Bay is eager to introduce our innovative AIRS solution to the European retail market at the Retail IT Summit 2007. The conference is tailored to forward-thinking CIOs, who will recognize and appreciate the unique competitive advantages offered by the AIRS suite,” said Jack Blount, CEO of Alpha Bay Corporation.

The Retail IT Summit 2007 is being held at the Le Méridien Beach Plaza in Monte Carlo, Monaco. The conference is hosted by Marcus Evans Ltd., one of the world's leading providers and promoters of strategic conferences and other events.

#### **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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