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Alpha Bay Corporation Expands to Boise, Idaho

Salt Lake City, UT—October 23, 2007— Retail systems software and services provider, Alpha Bay Corporation, today announced that it has opened a new development office in Boise, Idaho. Boise was selected because of its strategic location as a thriving technology and engineering market with proximity to the corporate headquarters in Salt Lake City.

More than 300 technology companies are located in Boise, including Microsoft, HP, and Micron, which was founded in Boise. The engineering program at Boise State University has also contributed to the growing software, research, and development industries in the area.

Alpha Bay has relocated Joseph Milner, a senior product manager, to the Boise office. In addition to his product management role, Milner will lead the company's recruitment and expansion efforts in the Boise area, and help bring the corporate vision and culture to the Boise office. As part of the expansion in Boise, Alpha Bay will be hiring experienced Java engineers, product managers, and business analysts.

“Alpha Bay is pleased to announce the opening of our new Boise office,” said Jack Blount, CEO of Alpha Bay Corporation. “The high-tech market in Boise will allow Alpha Bay to rapidly expand our development and product management departments, by hiring talented individuals, who will serve a crucial role in the success of our company.”

The new office is located at 9300 W. Overland Rd., Suite 100, Boise, ID 83709, and can be reached by phone at (208) 375-3000.

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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