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Alpha Bay Corporation Hires New Sales Executives

Salt Lake City, UT—January 14, 2008—Alpha Bay Corporation, announced two new executive appointments to lead the corporate sales efforts. Brad Whittle has joined Alpha Bay as Vice President of Sales, and Mike Forrest will serve as Director of Sales.

Mr. Whittle and Mr. Forrest each have more than twenty years of Sales experience, at retail technology and e-business companies, including Epson, Digital Equipment Corporation, and NIC. Mr. Whittle will be based out of the company's Colorado office, and will be responsible for all North American sales, focusing on the Western and Central regions. Mr. Forrest will be based in Boston, Massachusetts, and will focus on the Eastern U.S. region, where he has spent most of his career.

Large retailers are faced with an ever increasing competitive landscape and a constantly increasing world of technological complexity. Alpha Bay believes that leveraging state-of-the-art technologies like SaaS, ARTS, Java, SOA, ESB and more can give corporate retailers the same access to the market that Wal-Mart has enjoyed for several years. No matter how important the core technology, the ability to understand retailers' challenges and needs, and apply that technology to grow their bottom-line is equally important. Mr. Whittle and Mr. Forrest bring significant talent and experience to Alpha Bay and the retail market that will enable them to offer both professional services and consulting support in their role as sales professionals.

“The addition of these talented individuals to our sales team, with their broad networks of corporate relationships, will lay the foundation for our ongoing growth initiatives,” said Jack Blount, CEO of Alpha Bay Corporation. “The experience that Brad and Mike bring to Alpha Bay will allow us to more effectively serve customers across North America. These appointments are key milestones to further expansion of the professional sales and consulting services at Alpha Bay. I have every confidence that the company is poised for significant growth and continued success in 2008.”

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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