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Alpha Bay to Showcase AIRS[®] Retail Software at the AAPEX Show 2008

Salt Lake City, UT—October 28, 2008— Retail systems software and services provider, Alpha Bay Corporation, today announced that it will showcase its Adaptive Integrated Retail System—AIRS[®]— product line at the Automotive Aftermarket Products Expo's (AAPEX) 2008 show, being held November 4-6 in Las Vegas. Professionals from the global automotive aftermarket community will attend the event, including more than 100,000 retailers, manufacturers, parts stores, and wholesalers, from over 140 countries.

Alpha Bay will be demonstrating their AIRS suite in booth 2468. AIRS is a full-featured, easily customizable, retail suite that includes Point-of-Sale, Web Store, Inventory Management, Business Intelligence, Catalog Order Management, and more. AIRS supports standards such as AAIA, iShop, ACES, PIES, and IPO to provide aftermarket automotive retailers with the leading-edge technology they need to create a unique customer experience, improve efficiency, and increase revenue.

“Providing a seamless customer experience is a challenge for automotive aftermarket retailers,” said Jack Blount, CEO and founder of Alpha Bay Corporation. “Most retailers use inefficient, out-dated technology that requires employees to use multiple computer terminals to process one customer transaction. AIRS Point-of-Service interfaces with Shop Management Systems and allows employees to create estimates and work orders, fulfill special-order parts requests, and complete the transaction, all from the same computer terminal.”

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. For more information, visit www.alphabay.com.

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