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Alpha Bay to Demonstrate AIRS[®] Hybrid IS Retail Software at the NRF Annual Expo 2009

Salt Lake City, UT—January 8, 2009— Retail systems software and services provider, Alpha Bay Corporation, today announced that it will showcase its Adaptive Integrated Retail System—AIRS[®] product line along with its unique Hybrid IS environment next week at the National Retail Federation's (NRF) 98th Annual Expo, being held January 12-13 in New York City.

AIRS is a full-featured, easily customizable, retail suite that includes Point-of-Sale, Web Store, Catalog Order Management, Inventory Management, Store Operations Business Intelligence and more. AIRS allows retailers to dramatically reduce their costs by implementing a custom Hybrid IS solution to fit their needs. AIRS is available as Software as a Service solution, as traditional, licensed software, or as a hybrid solution that gives retailers the best of both worlds and allows them to improve business processes, deliver better customer service, and dramatically reduce IT costs.

“Retailers know that saving money is critical for success in a slow economy,” said Jack Blount, CEO and founder of Alpha Bay Corporation. “Most retailers use inefficient, out-dated technology that results in millions of dollars in lost productivity. Alpha Bay can save retailers 50% in IT costs in 12 months through dramatically reducing IT staff and streamlining store operations and workflows.”

Alpha Bay will be hosting booth 2605 at the NRF show, taking place at the Jacob K. Javits Convention Center in New York City. The show will host more than 400 vendors and 15,000 attendees.

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.