



150 West Civic Center Drive, Suite 200
Sandy, UT 84070
801.838.7600
www.alphabay.com

PRESS RELEASE

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For More Information:

Jeanne Carty
Vice President, Marketing
801. 838.7600
jeanne@alphabay.com

Alpha Bay Wins Competitive Contracts with Two Fortune 500 Retailers for its Enhanced Retail Information Technology Solution – AIRS®

Engagements Validate Technology's Powerfully Advanced, Real-time Functionality & Accelerated Return on Investment.

SALT LAKE CITY, Utah – Alpha Bay today announced it has signed two major Fortune 500 clients in recent months for its Adaptive Integrated Retail System – AIRS®. One client is an automotive parts supplier operating 3000 stores in several countries along with a brisk web retailing business arm. The other, is a leading national grocery store chain. Both engagements come after exhaustive assessments of available market solutions to help the businesses drive operational cost efficiencies and build a competitive edge in today's economic climate.

"In this environment of cost-cutting, lowered headcounts, multi-channel merchandising, and mergers and acquisitions, there are several reasons retailers are choosing AIRS," said Jack Blount, CEO of Alpha Bay. "Retailers don't have money to waste on high licensing and

maintenance fees, nor do they have the patience to deal with long implementations or unreliable software computing environments. We bring it all to the table; a dozen critical, future-proofed applications, real-time data visibility, flexibility in delivery platforms, and accelerated ROI. It's really very exciting to be offering the industry state-of-the-art technology based on a solid foundation, providing immediate IT cost saving. "

The economic downturn is causing companies to spend their budgets more carefully. The rapid market acceptance of AIRS is being driven, in large part, by features that deliver efficiencies. For example, AIRS has been shown to lower the cost of ownership for enterprises by as much as 50 percent as a result of new capabilities that allow retailers to reduce the number of servers needed, drive down the hardware required for computing, and minimize administrative overhead.

Alpha Bay provides a wide range of retail computing solutions that meet the diverse needs of all sectors of the retailing industry, including multi-channel/cross channel support, PCI compliance, workplace, networking, data center and security services, applications development and management as well as customer relationship management and POS.

About Alpha Bay

Alpha Bay is a global technologies provider, delivering business solutions to the retail industry. Alpha Bay architected the concept of Adaptive Integrated Retail Systems - AIRS® - to address the needs of multi-channel retailing in the 21st century.

Whether customers purchase products in a traditional store, by catalog, or online, the AIRS portfolio of intuitively easy and powerfully advanced applications provide a seamless experience to the customer and comprehensive business intelligence for the retailer. For more information, visit www.alphabay.com