



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

PRESS RELEASE

FOR IMMEDIATE RELEASE:

July 23, 2009

For More Information:

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

Alpha Bay Seeks Acquisitions to Drive Strategic Growth

Engagement Builds on Two Alpha Bay Contracts with F500 Retailers

SALT LAKE CITY, Utah – ALPHA BAY today announced it has engaged William Blair & Company, as its exclusive financial advisor to help drive strategic growth through partnerships and targeted acquisitions. “As a serial entrepreneur, two of the most critical and effective business strategies I have learned to employ for rapid growth are timing and leverage!” remarked Alpha Bay’s CEO and Founder, Jack Blount. Blount continued, “We have invested four years developing a state-of-the-art, real-time retail system. We have recently closed contracts with two Fortune 500 retailers and deployed our technology, thereby demonstrating the unique value provided by Alpha Bay’s Adaptive Integrated Retail System – AIRS®. Buoyed by our momentum in the market, we are working with William Blair & Company to help accelerate our market penetration and bolster sales and revenues through strategic partnerships with, or acquisitions of, companies with complementary technology, customers, operations and management talent.”

Alpha Bay delivers enterprise class solutions to retailers of all sizes for Point-of-Sale, Web Store, Catalog Order Management, Perpetual Inventory Management, Customer Relationship Management, Business Intelligence, Item Management, Store Operations, Enterprise Management, Merchandizing, and Inventory Cost Management. Possible capability extensions achieved through strategic

acquisitions include providing warehouse management, procurement, and unique niche retail market applications.

“We have a solid pipeline for sales, but organic growth for enterprise solutions moves slowly,” said Blount. “Retailers, more than ever, need to upgrade their IT systems to SaaS or Cloud Computing solutions to stay competitive and better serve their customers, while cutting IT costs. Our relationship with William Blair & Company helps us to aggressively target additional growth through strategic acquisitions.”

Robert Miller, CEO of Albertsons LLC, shared, “I have been watching Jack build Alpha Bay over the past two years and believe his plan to grow the AIRS solution throughout the retail market and expand through strategic acquisitions will not only be good for Alpha Bay and its customers but will benefit the retail industry. This technology solution will address a number of issues that retailers deal with everyday.”

Tony LeVecchio, Alpha Bay Board member and President of the James Group, remarked, “Blount’s experience at Novell and JD Edwards, where he led the strategic acquisition of over a dozen technology companies, complemented by his recent successful turnaround and strategic merger of Dynix Corporation, demonstrates his vision and success in acquisition growth strategies and his ability to convert those acquisitions into successful, long-term growth.”

###

About Alpha Bay

Alpha Bay is a global technologies provider, delivering business solutions to the retail industry. Alpha Bay created 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

About William Blair & Company

William Blair & Company, L.L.C. is a global investment firm offering investment banking, asset management, equity research, institutional and private brokerage, and private capital to individual, institutional, and issuing clients. Since 1935, we have been committed to helping clients achieve their financial objectives. As an independent, employee-owned firm, our philosophy is to serve our clients’ interests first and foremost. We place a high value on the enduring nature of our client relationships, the quality of our products and services, and the continuity and integrity of our people. William Blair & Company is based in Chicago, with office locations including Boston, London, New York, San Francisco, Shanghai, Tokyo, and Zurich. For more information, please visit www.williamblair.com