



ALPHA BAY CORPORATION

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## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### **Alpha Bay Sponsors the RIS 2010 Retail Executive Summit**

*The New Retail Dynamic: Strategies for Growth & Innovation*

Salt Lake City, Utah – April 27, 2010 – Alpha Bay today announced that they will be a key sponsor of the Retail Information Systems 2010 Retail Executive Summit, June 16-18 at the Grand Del Mar Resort in Del Mar, California. The RES summit is designed specifically for retail executives who drive the primary decisions within their organization and will focus on providing attendees with critical industry insight about strategies for growth and innovation in today's retail climate.

During the summit Alpha Bay will be meeting with retailers to discuss how C<sup>3</sup> Customer Centric Computing<sup>sm</sup> enables retailers to seize new opportunities to drive their business through providing tech-savvy shoppers with exactly what they want, when they want it, and where they want it. "Today's retailers have one of the most dramatic opportunities for growth ever faced in the history of the industry," said Jack Blount, CEO and founder of Alpha Bay Corporation. "Today's customers have the ability to make buying decisions with the click of a button – a button that could be located on a mobile phone, a computer, an interactive kiosk, or a mobile POS terminal both inside and outside of the store." Blount continued, "Retailers that take advantage of innovative mobile technology are able to give customers new ways to interact with their store, provide a differentiating value-added shopping experience, and increase sales opportunities."

The Retail Executive Summit is an invitation-only event that will engage high-level executives from over 100 leading retailers in interactive workshops, sessions, and meetings, and provide them with an ideal environment for networking opportunities.

### **About Alpha Bay**

Alpha Bay is a global technologies and services provider, delivering innovative C<sup>3</sup> Customer Centric Computing<sup>sm</sup> solutions. The AIRS™ suite of applications and services gives retailers real-time BI, perpetual inventory, mobile POS, personal kiosks, and is supported through a unique Hybrid IS<sup>sm</sup> platform that incorporates SaaS/Cloud infrastructure and service. To see how Alpha Bay's C<sup>3</sup> Customer Centric Computing can improve customer satisfaction and loyalty while saving you 50% in IT costs in 12 months, call us at 801-838-7600 or visit our website [www.alphabay.com](http://www.alphabay.com).