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Alpha Bay Corporation Hosts ARTS Conference “Generating Real Implementation Dialogue”

Salt Lake City, UT—June 4, 2008— Alpha Bay Corporation, the leading innovator in enterprise retail systems, hosted the ARTS Conference (Association for Retail Technology Standards) in Salt Lake City last month. Demand for attendance was so high, registrants had to be turned away as much as two weeks prior to the event. In total, 48 attendees from 32 different companies, six countries, and three continents were in attendance. VPs, CEOs, CTOs, senior architects, research analysts, and business consultants were in attendance and represented such companies as Alpha Bay, IBM, Oracle, SAP, Epson, Teradata, Microsoft, and Cisco.

Among the industry leaders participating in the four-day conference was Alpha Bay Corporation’s CEO, Jack Blount, and CTO, Byers Parson. Both Mr. Blount and Mr. Parsons spoke at the opening session. “The leadership and the standards that ARTS has established has had a huge impact on retail technology,” said Mr. Blount. “As the world moves away from legacy systems to new, robust, Internet-based, Java applications, the ARTS standards are becoming invaluable both to vendors and retailers.”

“The ARTS meetings in Salt Lake City were very productive,” stated Richard Mader, Executive Director for ARTS. “Great, two-way conversations between committee members and attendees were the norm. Alpha Bay staff was able to demonstrate the ARTS standards libraries incorporated into their AIRS Suite. This opened real implementation dialogue for both the Data Model and XML committees in partner with the companies in attendance, a real benefit for all present.”

Alpha Bay’s AIRS suite (Adaptive Integrated Retail System) is based on the retail technology standards developed by ARTS. ARTS is dedicated to ensuring technology:

- Provides for cost-effective, integrated application solutions that protect investment.
- Allows “best-of-breed” hardware and software components that will require minimal interfacing.

- Enables the utilization of hardware and software technology at the rate it develops.

ARTS has also developed standard Requests for Proposals to assist retailers in selecting the “best” application for their business.

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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