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PRESS RELEASE

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Alpha Bay Launches AIRS*pay* for SMB Market at NRF 2012

Salt Lake City, Utah – Retail systems software and services provider, Alpha Bay Corporation, led the way to mobility at the National Retail Federation's 101th Annual Convention & Expo in New York City in more ways than one. Not only did Alpha Bay showcase their mobile applications on Apple devices such as the iPhone 4S and iPad, as well as smartphones and tablets running the Android and Windows operating systems, Alpha Bay team members also showed their mobility in the Verizon Wireless booth as part of a strategic partnership.

Alpha Bay employees gave mobile demos of both AIRS*pay* and AIRS MobilePOS during the two days of the tradeshow's exhibits and garnered significant attention from attendees. Retailers from all over the world gather annually at NRF's "Big Show" to learn about new technology and services being offered in the retail market. This year was no exception as Alpha Bay demonstrated their new mobile applications alongside their flagship AIRS® – Adaptive Integrated Retail System – enterprise retail solution.

"Mobile retailing will transform the retail world in much the same way that ATMs transformed banking years ago," said Jack Blount, CEO and founder of Alpha Bay Corporation. "Our m-commerce solutions move the transaction from the clerk to the customer empowering customers in ways traditional POS solutions cannot. Unlike most legacy, batch-driven retail systems, AIRS was designed with a real-time transaction engine and a thin client to support the requirements for mobile retailing today and in the future."

The computing world seems to be changing even more rapidly than it has in the past, which means that old software is now ancient, and current software is already outdated, lacking critical m-commerce and Cloud computing support. Now is the time for retailers to invest in a standards based, real-time, m-commerce, Cloud based retail computing platform designed to not only support mobile, cloud and social networking, but flexible enough to integrate with legacy systems easily through its Enterprise Service Bus (ESB) and to support requirements that arise in the future.

About Alpha Bay

Alpha Bay is a global technologies and services provider, delivering innovative C3 Customer Centric Computing^{sm} and mobile 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^{sm} platform that incorporates SaaS/Cloud infrastructure and service. To see how Alpha Bay's C3 Customer Centric Computing can improve customer satisfaction and loyalty while saving you 50% in IT costs in 12 months. Alpha Bay is a leader in m-commerce solutions for retailers. Call us at 801-838-7600 or visit our website www.alphabay.com.