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**Alpha Bay Corporation Showcases the Adaptive Integrated Retail System—AIRS®  
at Inaugural Venture Capital in the Rockies Fall Conference**

**VCIR Fall, Sun Valley, ID and Salt Lake City, UT —September 4, 2008—**Alpha Bay Corporation today announced that it will present at the inaugural [Venture Capital in the Rockies \(VCIR\) Fall](#) conference, September 9-11, in Sun Valley, Idaho. Showcasing the most promising emerging growth companies from the Rocky Mountain region, [VCIR Fall](#) conference assembles hundreds of venture investors, CEO's, entrepreneurs and service professionals to network and learn firsthand about the venture funding and entrepreneurial opportunities that are flourishing throughout the region.

Alpha Bay will be showcasing their 5<sup>th</sup> generation enterprise retail system AIRS—the Adaptive Integrated Retail System. Alpha Bay's AIRS suite provides retailers with improved integration of technologies to deliver a more intuitive experience and faster integration—providing a more immediate ROI. Sophisticated, proprietary technology, advanced tracking and analysis of information, and superior design and workflows speed up check-out lines and give store managers the real-time information they need to optimize their business.

“We are excited to have been selected from among the Rocky Mountain region's most exciting technology companies to present our solution at the VCIR Fall conference,” said Jack Blount, CEO of Alpha Bay Corporation. “The Alpha Bay team is focused on building dynamic and powerful solutions that give retailers greater insight into their customer needs, increased ROI, and a superior customer shopping experience.

Alpha Bay Corporation is an industry leader in retail systems software, solving complex IT projects with 21<sup>st</sup> century technology that bring together software, hardware, processes, and

people to meet retailers' business and IT goals. Alpha Bay's AIRS software gives retailers integrated, real-time data to increase their revenues by raising the average order value, reducing out-of-stock lost sales, and dramatically increasing customer loyalty.

"The companies chosen to present at the VCIR Fall conference are among the Rocky Mountain region's most innovative companies in the software, information technology, and telecommunications industries," said Mark Solon, RMVCA board member and conference chair of VCIR Fall 2008. "Alpha Bay's Adaptive Integrated Retail System, coupled with their extensive experience in software development and implementation, positions them well to redefine retail enterprise systems. We are proud to have Alpha Bay present at the conference and look forward to helping them advance to their Series B funding."

Among the many speakers, noted anthropologist Wade Davis of National Geographic will provide the conferences' keynote presentation. Providing a unique perspective, Davis' presentation, "The effects of globalization: A journey through the realm of vanishing cultures," will discuss the impact that technology is having on our culture and society. Additional speakers at the event will include Yahoo's Greg Cohn, Google's Scott Green, HP's Sanjiv Parikh, Amazon's Jeff Barr, as well as Bob Maynard, chief investment officer with PERSI.

VCIR Fall will present companies ranging from seed stage through expansion capital and will cover the spectrum from information technology, to software to telecommunications. Participation was selected based on a formal review and selection committee comprised of venture capitalists from the region.

For more information about the conference, please visit [www.vcirfall.com](http://www.vcirfall.com).

## **ABOUT RMVCA**

The Rocky Mountain Venture Capital Association represents the interests of venture capitalists and venture capital-backed companies in the rocky mountain region. It is the mission of the RMVCA to be a leading venture capital association with the strategic intent of making its region one of the top markets for venture activity.

There are more than 180 venture capital professionals from 43 firms actively engaged in investing in the region. These firms represent more than \$6.3 billion in capital in aggregate.

## **ABOUT VCIR Fall**

VCIR Fall conference was created as a way to better incorporate the eight unique states that participate in the Rocky Mountain Venture Capital Association (RMVCA). The RMVCA is made up of individual venture capital associations from Montana, Idaho, Wyoming, Nevada, Utah, Colorado, New Mexico, Colorado and Arizona. Hosted the first year in Idaho, September

9-11, 2008, the VCIR Fall conference shifts its venue throughout the eight-state regions annually. In 2009, VCIR Fall conference will be hosted in Utah.

### **ABOUT ALPHA BAY CORPORATION**

Alpha Bay Corporation is a retail systems software and services provider that delivers 21<sup>st</sup> 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](http://www.alphabay.com).

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