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Press Release

Ink Keepers™ Take Off at Office Depot®

FOR IMMEDIATE RELEASE – January 15, 2008: Ink theft is costly. And of Office Depot's 1200 retail stores in North America about 60 specific locations represented a significant percentage of the company's total loss. "The ink cartridges were open merchandise which made them convenient targets for theft," explains Alpha's Senior National Account Manager Gus Kratzer. In the past, Office Depot had trusted Alpha to reduce theft pertaining to memory, drives and other merchandise in open displays. Kratzer continues, "Retailers worldwide struggle with the theft issue of open displays. Simultaneously, the industry understands that if you put a product behind a glass cabinet customers lose interest." According to Kratzer, Office Depot was able to find a successful balance by utilizing Alpha Keepers in its stores.

As the world's leading supplier of Keepers, Alpha offers the most technically advanced and broadest line of Keeper protection. Each easy-to-use and reuse Keeper provides excellent product viewing while keeping the original packaging intact to eliminate potential discounting and profit loss.

A Custom Keeper Is Born.

Alpha stocked an existing Keeper that would fit the test ink cartridge but it took up more valuable merchandising space than Alpha Product Manager Bill Beatty wanted to relinquish.

So Bill Beatty custom designed a better Keeper just for Office Depot. "In retail, shelf space is all-important real estate so we're always looking for ways to maximize it," adds Beatty. "Together with Office Depot's Loss Prevention Operations Director Kevin Ach, the Alpha Product Development Team came up with a sleeker, custom Keeper."

White-Glove Service Comes Standard.

Alpha Manager of Product Training and Field Support Virginia Robbins stepped in to make sure the Office Depot staff stood armed with the testing, training, tracking and overall support all Alpha customers receive before a product securities launch. According to Robbins, "most of our customers can't believe this white-glove service is standard practice with Alpha. We're on-site, on-line, and on the phone before, during and after to insure success. Some customers want 24/7 attention; others prefer less hands-on support. We partner with customers like Office Depot to connect seamlessly into their operations as if we have always been part of their team."

Once all systems were implemented, the 60 test stores were put to the test. "I was confident that we had the in-store staff and operational systems in place to achieve positive results during the Alpha Keeper pilot," stresses Ach. "But we were extremely pleased with the great results. We

successfully reduced the numbers of thefts in these stores and saw a complete R.O.I. (Return On Investment). It was a great team effort on behalf of Alpha and Office Depot. Needless to say, we ordered Keepers for approximately 250 more stores.”

ABOUT ALPHA: Alpha is the industry’s most innovative high-theft solution provider, providing the broadest range of high-theft security solutions designed to minimize theft and maximize profits. As an international provider of retail high-shrink security products, we are committed to providing our customers with innovative products and technical expertise. Since our founding in 1972, Alpha continues to meet the needs of our customers by providing real world solutions and exceptional customer service. Our commitment to quality extends to every facet of our business. www.alphaworld.com

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