

PRESS RELEASE

Alpha® Changes Core Drill Bit Packaging

Oakland, NJ July 20, 2007

Based on industry feedback, Alpha Professional Tools® has redesigned the packaging of our Core Drill Bits to accommodate our customer's needs.

Starting today, all Alpha® Core Drill Bits will be packaged in a sturdy plastic tube with a soft rubber cap. The tubes are designed to stand upright for ease in stocking shelves. The caps are designed to conveniently hang on a display board hook. In addition to this new packaging, the Core Bits will be placed in a "six-pack" style carton to protect the shipments in transit. Pictures of the new packaging are featured below.



Hang on Slatwall



Stand on Shelf

Any questions, or requests for additional information, may be directed to our customer service department at (800) 648-7229.

About Alpha Professional Tools®

Alpha Professional Tools® is a leading manufacturer of quality tools for professionals in the natural stone, engineered stone, porcelain, ceramic, glass and construction industries. Alpha® provides the best products for cutting, drilling, shaping and polishing all types of materials. In addition to providing the best products in the industry, Alpha Professional Tools® offers a variety of services to support their products. More information is available at www.alpha-tools.com.