
PRESS RELEASE**ALPHA® INSTITUTES MAP POLICY AND PUBLISHES MSRPS ON WEBSITE**

Oakland, NJ

April 15, 2009

Effective May 1, 2009, Alpha Professional Tools® will implement a Minimum Advertised Price (MAP) policy for its products. This policy will enable consumers to obtain a fair market price for Alpha® products. Both Alpha® and their Dealers will publish the Manufacturer's Suggested Retail Price (MSRP) allowing consumers the opportunity to negotiate with dealers for the best deal available.

In the near future, Alpha® will also open their Shopatron Store to make it easier for consumers to purchase Alpha® products from our dealers via our website. Watch for our Grand Opening this summer!

For detailed information on our products or programs, visit our website at www.alpha-tools.com or call 800-648-7229.

About Alpha Professional Tools®

Alpha Professional Tools® is a leading manufacturer of quality tools for professionals in the natural and engineered stone, tile, glass, concrete and construction industries. Alpha® provides unique and innovative 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.