

PRESS RELEASE**RESPONSE TO BRAXTON-BRAGG'S FALSE STATEMENTS**

Oakland, NJ

May 20, 2009

It has come to our attention that Braxton-Bragg is submitting false and misleading information about the advertising programs and pricing policies of Alpha Professional Tools®. The following statement will explain the facts regarding the programs and correctly state the information regarding Braxton-Bragg's false statements.

The Minimum Advertised Price program (MAP) deals strictly with advertising and does not increase the price of Alpha® products and equipment. It requires all authorized distributors to advertise in a manner that does not publish a price below manufacturers' suggested retail price (MSRP). This program allows Alpha® to maintain their brand equity and value. It does not prohibit any distributor from selling to the consumer at whatever price they feel is fair market value. Consumers can make informed purchasing decisions by shopping via the internet or phone to obtain the best pricing.

The MAP program puts all distributors on an even playing field which enables them to be competitive in this internet-based world. It is apparent to Alpha® management that by establishing this MAP Program, it is in fact protecting its distributors and consumers. The only reason an authorized distributor would not endorse the MAP Agreement would be to penalize the consumer.

The statements made by Braxton-Bragg about the MAP policy being a form of price fixing, and that Alpha® announced a price increase are totally false. In addition, their statement that consumers will not be able to negotiate a purchase price is a blatant misrepresentation with the intent to mislead the consumer because Braxton-Bragg has decided not to participate in this program.

We trust that our distributors and consumers alike will continue to value the quality and services provided by Alpha Professional Tools®. Since Braxton-Bragg is no longer a distributor of Alpha® products, and your business is important to us, please contact us at 800-648-7229 or via e-mail at info@alpha-tools.com to locate an authorized dealer.

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.