

PRESS RELEASE

## Alpha® Launches Shopatron

Oakland, NJ September 23, 2009

Alpha Professional Tools® is pleased to announce the launch of its Shopatron Store. This new program is designed to bring Internet shoppers looking to purchase Alpha® products directly to an authorized dealer network to complete the sale! This new store allows consumers to buy products directly from the Alpha® website and have the product delivered to them from a local distributor.

For more information or to make a purchase, visit the Alpha® website at [www.alpha-tools.com](http://www.alpha-tools.com) and select the Shopatron tab or the BUY button to go directly to the Shopatron store.

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

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### ***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](http://www.alpha-tools.com).*