

News Release

Contact name: Melissa Koyler

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Company: Alps International

Tel: 248-651-2577; 866-585-3943

E-mail: mkoyler@alpstechnology.com

For Immediate Release

ALPS INTERNATIONAL CHAIRMAN & CEO JOSEPH A. PASCARETTA Named Ernst & Young Entrepreneur Of The Year[®] 2008 Award Recipient in Central Great Lakes

Award Recognizes Entrepreneurial Excellence in Product Solutions Category

DETROIT, MICHIGAN, 19-JUN-2008 – Alps International, a product solutions company comprising of Alps Technology International, The Alps Lawn Company, and Alps Holding, today announced that Joseph A. Pascaretta, Chairman & CEO at age 20, received the Ernst & Young Entrepreneur Of The Year[®] 2008 Award in the product solutions category in the Central Great Lakes. According to Ernst & Young LLP, the award recognizes outstanding entrepreneurs who are building and leading dynamic, growing businesses. Pascaretta was selected by an independent panel of judges, and the award was presented at a gala event at The Ritz-Carlton, Dearborn on June 12, 2008.

“This has been a great opportunity to be emerged in an atmosphere of successful enterprise. Every entrepreneur finalist is a winner at this event. It is a positive event for a struggling Midwest economy” states Pascaretta, following the event.

Joseph Pascaretta was only 11 in 1999 when he launched himself as an entrepreneur. He loved airplanes and took pictures of them for his friend Aaron Downen—now his business partner—to put up on a Web site.

With their knowledge of the internet, the friends designed a Web site for a local construction company, pitched it to the firm and had their first customer. With the help of a co-signing lawyer, the entrepreneurs were able to sign contracts despite their age and grow their IT business, which is now Alps Technology International.

In 2002, when a client mentioned that keep up the grounds of his business was a big expense, Pascaretta saw a new opportunity and started The Alps Lawn Co. He began cutting lawns and landscaping, growing his client base until he needed to hire managers and employees to take over. When he turned 15, he added another aspect to the business, capitalizing on his interest in planes and earning his pilot's license, allowing him to take aerial photos of clients' landscaping. And his IT company gave him an additional advantage, as he developed software that lets clients see what the finished landscaping will look like before they commit to the project.

With all of his success, Pascaretta has no intention of slowing down. In the next five years, he plans to become immersed in the Asian market and get into the health care field through software. He also plans to take The Alps Lawn Co. national and is moving it into several states beyond Michigan.

Alps International was recognized for its success within three separate industries—internet technology, horticultural services, and asset management. Alps is continuing to innovate each industry with the utilization of technology in each part of its operations. The Alps executive board is committed to diversifying the markets of Alps services.

The Ernst & Young Entrepreneur Of The Year awards celebrate their 22nd anniversary this year. The program honors entrepreneurs who have demonstrated exceptionality in such areas as innovation, financial performance and personal commitment to their businesses and communities.

“Ernst & Young is pleased to honor outstanding business leaders such as Mr. Pascaretta,” said Frank Maselli, Ernst & Young Entrepreneur Of The Year Program Director for the Central Great Lakes. “Recipients of the Entrepreneur Of The Year award build leading businesses and contribute a great deal to the communities around them. Their success helps our area grow stronger.”

As a Central Great Lakes award recipient, Mr. Pascaretta is now eligible for consideration for the Ernst & Young Entrepreneur Of The Year 2008 national program. Award

recipients in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award recipient, will be announced at the annual awards gala in Palm Springs, California on November 15, 2008. The awards are the concluding portion of the Strategic Growth Forum, the nation's most prestigious gathering of high-growth, market-leading companies.

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year awards are pleased to have the Ewing Marion Kauffman Foundation and SAP America as national sponsors.

In Central Great Lakes, local sponsors include UHY Advisors and Smart Business Network.

About Alps International

Alps International is a product solutions company comprising of Alps Technology International, The Alps Lawn Company, and Alps Holding. For more information about Alps, please visit our main Web site at <http://www.alpstechology.com>. Alps International. A World of Services. Delivered.

About the Ernst & Young Entrepreneur Of The Year Awards

Ernst & Young's Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

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