

For Immediate Release

For more information, contact:

Amelie Chauvel

AlphaShield Inc.

604.435.0700

marketing@alphashield.com

AlphaShield Inc and Future Shop announce Distribution Partnership

AlphaShield product is now available across Canada at all Future Shop locations

Burnaby, BC – **September 17, 2003** – AlphaShield, a global provider of the award winning unhackable security solution for all high-speed computer users, has announced today a partnership with Future Shop, a leading consumer electronics retail chain in Canada. Under the new agreement, over 100 Future Shop stores will sell AlphaShield's all across Canada.

This new partnership demonstrates the commitment of Future Shop and AlphaShield to educate consumers about online security threats and vulnerabilities of broadband connections. "With over 30% of all Internet traffic being malicious, it's time that everyone using high-speed Internet secures their computers and protects their privacy" quoted Vikash Sami- CEO and Chairman of AlphaShield.

Broadband connections, a.k.a. "always on" connections, are the fastest growing Internet segments with a total this year (2003) of 9 million Broadband users in Canada and 48 million in the United States. (Media Metrix). Not only are consumers at risk with "always on" connections but small businesses are also targets for hackers. Both are now considering the use of security solutions to protect their data. The consumer and SOHO networking market is estimated to rise to \$7.5 billion USD in 2006. (Dell 'Oro Group - Synergy).

"This partnership with AlphaShield allows us to provide our customers another option for protection from viruses they may encounter during Internet use" explains Charles Tobin, Vice President of the Information Product Group and Entertainment for Future Shop.

"Future Shop is recognized for the quality of its service, along with the wide variety of products it offers to its customers. It is an honor for our product to be associated with them," said Nizam Dean-Senior Vice President of AlphaShield. Their decision to choose AlphaShield as a security choice for their customers validates the quality of our product and the consumers growing demand for this type of product."

AlphaShield is retailed at only \$149.99 CND. The truly "plug 'n play" hardware device requires no software to install, no upgrades to enhance it, and no maintenance to upkeep the unit, which further reflects uniqueness of the product. AlphaShield is the solution to Trojans worms like MS BLASTER, FIZZER and BUG BEAR which guarantees complete 100% protection.

About Future Shop

With more than 100 stores across the country and the nation's premier web store, at FUTURESHOP.ca, Future Shop is Canada's largest national retailer and e-tailer of home theatre, computers, communications, appliances and entertainment. Future Shop and its

8,500 associates are committed to helping Canadian get MORE out of the technology they buy, offering expert advice and a wide selection of the latest technology product all backed by a low price guarantee. For more information about Future Shop please visit www.futureshop.ca.

About AlphaShield Co.

AlphaShield is an award winning provider of Internet security and privacy solutions ensuring data integrity, Internet and network privacy protection for today's consumers. AlphaShield is committed to setting a new standard for security integrity by providing consumers who utilize "always on" broadband Internet access with an easy-to-use, completely secure Internet privacy protection device. Founded in June 2000, AlphaShield is headquartered in Burnaby, BC. For more information, please visit www.alphashield.com.