

FOR IMMEDIATE RELEASE

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Tomax Named to Top Ten in 2005 RIS News Leaderboard

Salt Lake City, January 9, 2006 – Tomax Retail.net, the leading provider of real-time solutions for the demand-driven retail continuum, earned a Top Ten rank among a field of 91 solution providers evaluated for the 2005 RIS News Leaderboard. Only 45 companies placed in the final list. It is Tomax' third consecutive year of placement in the top ten.

"The Leaderboard is unique among best-of-the-best lists, because it gauges all software vendors in the retail vertical area in a head-to-head comparison ranking," says Joe Skorupa, Editor-In-Chief of RIS News. "No vendor sponsors the Leaderboard and no vendor is left out for lack of sponsorship. This approach has served it well over the years in building strong reputation throughout the retailing industry."

The nationwide Leaderboard survey compared vendors in 12 categories spanning service, value, and performance. "Only those solution providers with a deep commitment to retail will score at the top of the Leaderboard," said Tomax CEO Eric Olafson. "We are especially proud of Retail.net's high ranking in the categories of Strategic Value, Ease of Upgrading, and Administration and Maintenance categories. These are votes for Retail.net's effectiveness in helping retailers achieve optimal efficiency, the best possible customer experience, and business results.

About Tomax

Tomax is the leading provider of real-time merchandising and store execution applications and services. The Tomax Retail.net suite helps retailers connect the dots across the demand-driven retail continuum, integrating people and processes, and providing timely, relevant, actionable information to improve retail results. Tomax has served retailers exclusively for more than 20 years, delivering Merchandise Planning, In-Season Merchandising, Merchandise Management, Workforce Management, Store Operations and Customer Management solutions, and implementation and application hosting services. The Tomax customer base includes over 100 branded retailers including Air Terminal Gifts, The Andersons, ALCO Stores, Coach House Gifts, EZ Lube, Kelly-Moore Paints, Pamida, Party City, Raley's Supermarkets, ShopRite, Snyders Drug Stores, Sportsman's Warehouse, Trader Joe's, Travel Traders, Winn Dixie, and 24 Hour Fitness. For more information visit www.tomax.com.

Forward Looking Statements

Forward looking statements contained in this press release are made under the Safe Harbor Provision of the Private Securities Litigation Reform Act of 1995. Any such statements are subject to risks and uncertainties that could cause actual results to differ materially from the anticipated.