

**FOR IMMEDIATE RELEASE**

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## **EZ Lube Quick Service Automotive to Deploy Tomax® Retail.net® Solution**

### **Tomax Retail.net Expands Reach into the Service Retail Segment**

**Chicago, IL, May 21, 2006** – Tomax Corporation is pleased to announce the selection of Retail.net by EZ Lube, a quick service automotive lubrication chain based in Newport Beach, California. EZ Lube is at the forefront of a consolidation currently taking place in this industry. The company has aggressive plans to grow their store locations over the next several years, as well as to leverage the chain management capabilities of the Retail.net solution.

In particular, EZ Lube is taking advantage of the flexible workflow capabilities within the Retail.net store operations and customer management solutions. A specifically tailored workflow process will be created and deployed at each EZ Lube location that will manage the customer interaction from the greeting, proposal, services delivery, through to finalization at the point-of-sale.

The EZ Lube project is a continuation in the Tomax strategy to expand its offerings in the service retail sector. These environments are defined by high touch customer experiences that involve deep interaction between the associate and the customer in what is typically a multi-step process. Tomax has a highly successful service retail model with implementations in hair salons and fitness centers, and now, the quick service automotive industry.

"EZ Lube is an operator with a first-class service and customer support model in place, and plans to grow. We're excited about the opportunity to partner and developed the new generation, world-class solution for this industry", says Eric Olafson, Tomax CEO

#### **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](http://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.