

FOR IMMEDIATE RELEASE

Contact:

Joanna Kennedy
Tomax Corporation
(801) 924-6339
info@tomax.com

From Planning to Passengers — Airport Retailers Run Business on Tomax Retail.net®

Strategic business solutions provide timely, relevant, actionable information across all locations, in real-time.

RENO, NV — September 25, 2006 — Tomax® Corporation showcased its Retail.net application for airport retail at the Airport Council International/North America 15th Annual Conference & Exhibition in Reno today. Tomax also announced the launch of its new, rapid-implementation service that builds upon their 16 years of experience serving airport retailers. The service will enable airport retailers to quickly and efficiently deploy the Tomax comprehensive merchandising, store operations and labor solution.

Tomax Retail.net is a proven solution for the demand-driven retail continuum, delivering timely, relevant, actionable information to drive revenue, improve margins, manage staff and reduce costs. The Retail.net solution is available as a full service offering, including hosting, implementation, consulting, training, and support.

Retail.net solutions enable airport retailers to run their business, across various banners, concepts and locations, on a single management system with components that include

- Merchandise Planning
- In-Season Merchandising
- Merchandise Management
- Workforce Management
- Store Operations
- Customer Management

The Retail.net application suite also includes Task Management tools needed for optimized efficiency, compliance and execution, providing alerts, messaging, electronic forms, workflow, online policies and procedures, computer based training and evaluation, and secure reports distribution.

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.