

FOR IMMEDIATE RELEASE

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Mud Bay Selects Tomax Retail.net® to Sustain High Customer Service Standard

Robust Customer Management solutions deliver timely, relevant, actionable information in real-time.

October 23, 2006 — Tomax Corporation is pleased to announce that Mud Bay, a highly successful Seattle-based chain of stores offering healthy foods and well-made supplies for dogs and cats, has implemented the Retail.net solution for total retail management. Catering to health-conscious consumers, Mud Bay's mission is to assist dog and cat owners in selecting the best foods for their animals. This focus was paramount in their search for a retail information system.

"We want Mud Bay staff to spend their time helping our customers select the right foods and supplies for their dogs and cats. The less time they spend dealing with computers, the more time they have for our customers. We carefully researched more than 25 solutions, and Tomax Retail.net was the clear winner," said Bianca Wulff, Mud Bay's Director of Business Systems. "We chose Retail.net because the staff at Tomax thoroughly understand retail. Retail.net provides us with a single source of real-time information. Everyone at Mud Bay will now pull from a single set of accurate data—across 14 stores, a distribution center, and our headquarters. This accuracy and full visibility frees us to spend our time running an effective business and taking care of our two-and four-legged customers."

"Mud Bay wanted a 'golden thread' of real-time information extending through their operations, without having to manage systems that are too big, too expensive, and too complex. The intersection of their needs and our commitment to helping retailers integrate people and processes creates an exciting opportunity," says Eric Olafson, CEO for Tomax. "We look forward to working together to create value and benefit for Mud Bay and its customers."

About Mud Bay

Mud Bay opened in Olympia, Washington in 1988 and has become the Pacific Northwest's leading retailer focused on healthy, natural nutrition for dogs and cats. Mud Bay is owned and operated by family and friends. The education in dog and cat nutrition, physiology and behavior that Mud Bay staff members receive is believed to be the most comprehensive of any dog and cat food retailer in North America. During the last year, Mud Bay has won the readers' choice polls of Seattle Weekly, CityDog Magazine and NWSource.com. Mud Bay currently has 14 retail locations in Western Washington. To find out more about Mud Bay, visit www.mudbay.us.

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.