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Tomax® Joins Retail Broadband Alliance
Customers get coordinated access to networks, related applications

NEW YORK CITY – Jan. 12, 2007 – Tomax Corporation, provider of Retail.net® merchandising and store execution solutions and services for chain retailers, has joined the Retail Broadband Alliance, a forum that makes it easy for businesses migrating to broadband networks to increase revenue, cut expenses, and improve customer experience. Tomax made the announcement at the 96th annual National Retail Federation expo in New York.

Tomax's membership in the Retail Broadband Alliance will give its customers nationwide access to coordinated deployment of Tomax applications over private broadband networks. It will also expand Tomax's distribution channel through referral relationships with other member companies.

"Private networks offer the strongest platform for running Tomax' Retail.net application suite," said Steve Klingler, vice president of sales and marketing for Tomax. "Through Tomax's direct affiliation with the Retail Broadband Alliance and New Edge Networks, our customers benefit from coordinated installations and maintenance. They will be able to more quickly migrate to a high performance private networks that can also be used for various other applications."

Tomax Retail.net is a centrally-hosted, real-time, retail management solution that supports the needs of chain retailers throughout the demand driven retail continuum from strategic planning, demand forecasting, and revenue management to store operations including point of sale and labor management.

The Retail Broadband Alliance is an industry consortium that brings together companies that represent products and services used in the entire retail sales supply chain for data networks. New Edge Networks, a wholly owned subsidiary of EarthLink Inc. (NASDAQ: ELNK), formed the Retail Broadband Alliance in 2004. The Retail Broadband Alliance now includes more than 230 companies. Retail merchants pick and choose the providers they want.

"New Edge Networks welcomes Tomax into the growing Retail Broadband Alliance program," said Paul Salzinger, director of business development for New Edge Networks. "We have already begun the process of building more complete enterprise solutions with Tomax for some of the nation's largest retailers."

About Retail Broadband Alliance

The Retail Broadband Alliance is a communications industry consortium that makes it simple for merchants to migrate and increase value from their broadband networks. It brings together more than 230 companies that provide products and services used in the retail supply chain for high-speed data networks. Through joint marketing and educational programs, the Retail Broadband Alliance helps increase awareness of viable broadband-ready solutions and new offerings that increase revenue, cut expenses, and improve customer experience for retail merchants. New Edge Networks, which provides broadband networks to 100 percent of business addresses in the United States, formed the Retail Broadband Alliance in November 2004. New Edge Networks is

a wholly-owned subsidiary of EarthLink Inc. (NASDAQ: ELNK). Information about the Retail Broadband Alliance and membership is available at www.newedgenetworks.com/solutions/rba/.

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

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