

FOR IMMEDIATE RELEASE

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Tomax® Enables Retailers to Curb Losses Related to Employee Theft in Real-Time
Real-Time Portals and Dashboards Help Retailers Improve Loss Prevention Efforts

SALT LAKE CITY, UT, October 30, 2007 – Tomax® Corporation is pleased to announce the newest introduction of tools to the Portals, Workflow and Activity Management solution to enable retailers to curb losses related to employee theft. Portals, Workflow and Activity Management delivers rapid return on investment due to proven quick implementation timeframes. This solution, supplemented by the Loss Prevention toolkit, was recently installed at a 200-store chain in less than eight weeks.

According to the National Retail Federation, retailers lost approximately \$41 billion from shrink. Ironically, 46% of this significant loss is attributed to employee theft. During the busy holiday season where retailers secure 20% of their annual revenues, instances of employee theft and shoplifting can rise substantially, due to the huge increase in transactions and temporary hires. National Retail Federation reported that retailers hired almost 600,000 seasonal workers to manage the increased traffic during the holidays in 2006.

“Employee theft and other forms of loss are issues that retailers have been battling for years,” said Eric Olafson, CEO of Tomax. “Rather than approach the problem after the fact, our Portals, Workflow and Activity Management solution delivers real-time and streamlined information that retailers can act upon immediately to circumvent potential loss situations. This tool is a quick win for retailers – low cost and low implementation effort.”

The Loss Prevention toolkit allows users to define thresholds for situations that may indicate potential loss situations due to employee theft or error. Users can log on portal, receive alerts and notifications regarding situations that require investigation and drill-down to the loss prevention information down to the store cashier level to view timely, relevant and actionable key performance indicators such as drawer over/shorts, returns, voids/post voids, no sales and POS discounts.

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.