

**FOR IMMEDIATE RELEASE**

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## **EZ Lube Quick Service Automotive Deploys Tomax® Retail.net® Solutions**

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

**NEW YORK CITY, January 15, 2007** – Tomax Corporation is pleased to announce that EZ Lube, the fast oil change chain based in Newport Beach, California, will commence its Retail.net conference room pilot today as the first step toward an end-of-summer rollout of Retail.net to the company's 79 automotive lubrication locations. EZ Lube, at the forefront of a consolidation currently taking place in this industry, plans to aggressively increase the number of service locations over the next several years. They have selected Tomax' Retail.net chain management software to facilitate their expansion and further improve the exceptional service their customer's have come to expect.

The automobile service environment is characterized by high touch customer experiences requiring a multi-step interaction between the associate and the customer. Retail.net's flexible workflow capabilities in store operations and customer management, proven in other nationwide service organizations including salons, spas, and fitness centers, has been leveraged to specifically create and deploy a workflow process at each EZ Lube location. The solution was designed and developed to encompass the entire customer interaction from the greeting, proposal, services delivery, through to finalization at the point-of-sale.

"Working with Tomax to tailor Retail.net to our needs has produced an invaluable tool that suggests service recommendations from the auto-manufacturer for the year, make, model and engine size of the vehicle as well as its mileage. Incorporation of these expert, objective information sources will improve customer trust and an increase to repeat visits. Furthermore, the intuitiveness built into the software for our stores will reduce associate training time while helping to insure consistent customer experiences at all EZ Lube locations, says Jay Braun, VP of Operations of EZ Lube. "Beyond helping us meet our strategic expansion goals, we anticipate that Retail.net will produce immediate tangible benefits: improvements in the efficiency and consistency of customer service, reduced number of claims and cost of associate training. Best of all will be the increased customer trust."

"EZ Lube had the vision and the commitment to partner with Tomax to develop a new generation solution," says Eric Olafson, Tomax CEO. "We are proud that Retail.net helps them connect the dots between people and processes, increasing revenue, service levels, and customer loyalty."

#### **About EZ Lube**

EZ Lube offers a wide spectrum of preventative maintenance including oil changes, transmission service, radiator service and tire rotation. EZ Lube currently serves thousands of customers everyday and over one million cars each year at its 79 EZ Lube Service Centers in California. In 2003, Oil and Lube News, the industry's most respected publication, selected EZ Lube as the National Fast Lube Operators of the Year. EZ Lube Corporate offices are located at 3506 W. Lake Center Dr., Suite B, Santa Ana, CA 92704.

#### **About 24 Hour Fitness**

Headquartered in San Ramon, Calif., 24 Hour Fitness, an innovative leader in the health and

fitness industry, serves more than 3 million members in over 370 clubs across 16 different states and four countries in Asia. Founded in 1983 as a one-club operation by Chairman Mark Mastrov, 24 Hour Fitness pioneered the concept of making fitness accessible, affordable and a way of life for everyone. Supporting the communities it serves, 24 Hour Fitness sponsors many charitable events and organizations including the 2004 - 2008 U.S. Olympic Teams and the Magic Johnson, Andre Agassi and Lance Armstrong Foundations. Visit [www.24HourFitness.com](http://www.24HourFitness.com) for more information and to find the location.

#### **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.