

**FOR IMMEDIATE RELEASE**

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## **Tomax Retail.net® Facilitates PCI Compliance at 24 Hour Fitness**

### **Fitness Facilities Complete Software Upgrade Enabling Payment Application Best Practices**

**Salt Lake City, UT, January 19, 2007** –Tomax is pleased to announce that 24 Hour Fitness has completed a major upgrade to Retail.net v5.3, enabling enterprisewide PCI compliance with Visa U.S.A. Cardholder Information Security Program (CISP) as validated against the Payment Application Best Practices. Tomax Retail.net, a comprehensive retail management software suite, was certified with Visa's Validated Payment Applications in 2006. The CISP validation is awarded to solutions that demonstrate secure payment applications that, when implemented in a CISP-compliant environment, will minimize the potential for security breaches and the potential for damaging fraud resulting from these breaches.

"We are committed to protecting our customer information and privacy. Tomax' diligence in developing and enhancing their retail management solutions to enable PCI compliant cardholder data management and security enables us to confidently meet industry standards," said Bill Donahue, Senior Vice President/CIO at 24 Hour Fitness.

Retail.net has also been certified as PCI/DSS compliant and conforming to Payment Applications Best Practices (PABP) by SecurityMetrics Corporation, an internet security and PCI / DSS best practices auditing firm. The PCI/DSS standards apply to the recording, transmission, retention and access of consumer cardholder data. "The Tomax team has a solid understanding of software security and industry best practices," according to Gary Glover, SecurityMetric's CISP Sr. Security Analyst.

#### **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.