

FOR IMMEDIATE RELEASE

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Industry Leaders Party City and Party America to Implement Tomax Retail.net® Continuum Solutions

Rollout Expected across Both Corporate and Franchisee Retail Groups

April 9, 2007... Salt Lake City, Tomax Corporation is pleased to announce the execution of a software license agreement with Party City Corporation for the rights to deploy the Tomax Retail.net continuum solutions in the areas of merchandise management, store operations, customer management, portal and workflow, task management, and workforce management.

The comprehensive agreement is designed to support the needs of both retail formats of Party City and Party America, who joined together last October, becoming the largest retail group in the party-related retail segment. In total, Party City and Party America operate over 450 company owned stores and franchise over 300 additional locations.

"We're excited about this new relationship and look forward to an aggressive implementation for both our corporate and franchisee community", says Lisa Laube, President of Party City Corporation.

"We are very excited to be a part of the industry's largest retailer. Retail.net will be an excellent solution for this retailer and their franchisees", says Eric Olafson, CEO for Tomax.

About Party City

Tomax is the leading provider of realtime 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, Benjamin Moore, Coach House Gifts, Deseret Books, Franklin Covey, Kelly Moore, Kroger, LA Weight Loss, Raley's Supermarkets, Safeway, ShopRite, Snyder's Drug Stores, Sportsman's Warehouse, Trader Joe's, Travel Traders, TJX Companies (Marshall's and TJ Maxx), Winn Dixie and 24 Hour Fitness.

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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.